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The new, $10.3 million Macalester College Library, St. Paul. The library director is Joel Clemmer and the principal project architect is Geoffrey Freeman of Shepley Bulfinch Richardson and Abbott (Boston). Photograph by Nick Wheeler

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Library construction is alive and well with 47 academic and 238 public library buildings completed

A Grand Design

Library Buildings 1988

Swedenborg Library, Academy of the New Church, Bryn Athyn, Pa.

By Bette-Lee Fox with
Ann Burns, Michael Rogers, & Reginald E. Pruitt

Each year *LJ* approaches the architectural issue with expectations of more projects, bigger projects, and more funding than ever before. We are never disappointed. In 1988 we feature 47 new academic projects (a 42 percent increase over 1987) and 238 public projects (98 new buildings and 140 additions and renovations) completed between July 1, 1987 and June 30, 1988.

What continues to amaze is the number of buildings in progress ("Projects in Progress" begins on page 60): there are 796 buildings coming our way within the next four to five years. The asterisked (*) projects in our tables are those projects that were in progress in 1987.

The largest academic project this year is a beauty: the Benjamin S. Rosenthal Library of Queens College of the City University of New York. Designed by the architectural firm of Gruzen Samton Steinglass, it cost $54.6 million and occupies 252,000 square feet.

The largest new public projects are the Kern County Library, Bakersfield, California ($19.5 million) and the Virginia Beach Central Library, Virginia ($12.3 million). The largest public additions and renovations are also in California: the City of Cerritos Public Library and the Redwood City Public Library, each about $8.2 million.

Perhaps it is in keeping with the pace of the Eighties that more libraries are being built in shopping malls. Several new and renovated projects are sharing space with merchants and boutiques. Most of the libraries find the locale ideal for patrons and use of the libraries has increased. Another, perhaps more unsettling fact is that several libraries have been built out of renovated churches.

The money for buildings is still predominantly from local government, to the tune of more than $186 million. Total funding reached $243 million in 1988, up from $217 million in 1987. There is definitely money out there.

The future of libraries appears bright as far as construction is concerned. To all current and future library buildings and the profession they support: *à votre santé*!

Bette-Lee Fox is Managing Editor; Ann Burns & Michael Rogers are Staff Editors; and Reginald E. Pruitt is Production Editor, *LJ*

Academic Library Buildings

Livingston Lord Library, Moorhead State University, Minn.

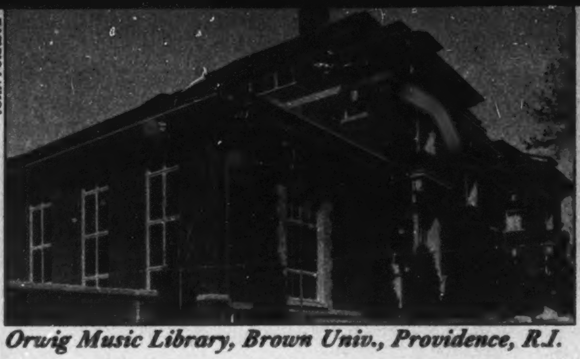
New Libraries

Name of Institution	Project Cost	Gross Area	Sq.Ft. Cost	Construction Cost	Equipment Cost	Book Capacity	Seating Capacity	Architect
Queens College, City University of New York, Flushing	$54,600,000	252,000	$136.71	$34,450,000	n/a	850,000	n/a	Gruzen Samton Steinglass
Lasalle University, Philadelphia	11,500,000	107,000	86.30	9,233,971	100,000	500,000	996	Shepley Bulfinch . . .
* Arizona State University West Campus, Glendale	10,817,000	95,113	83.81	7,971,374	822,000	300,000	900	Anderson DeBartolo Pan
* Macalester College, St. Paul	10,374,000	92,000	85.58	7,873,190	830,000	450,000	600	Shepley Bulfinch . . .
Fayetteville State University, N.C.	7,567,000	77,191	62.40	4,816,618	780,296	489,650	700	Clinton Gravely & Assocs.
* Florida State University, Tallahassee[1]	7,472,132	107,050	57.19	6,122,132	1,350,000	450,000	350	Schweizer & Assocs.
* Florida International University, North Miami[2]	7,369,954	82,330	83.74	6,834,024	257,258	232,000	657	Miller, Meier, Kenyon, Cooper
* Wright State University, Dayton, Ohio	7,300,000	47,000	146.81	6,900,000	400,000	200,000	300	John Ruetschle Assocs.
Annenberg Research Institute for Judaic & Near Eastern Studies, Philadelphia	7,000,000	36,000	162.78	5,860,000	1,140,000	200,000	25	Geddes, Brecher . . .
* Texas Wesleyan College, Fort Worth	6,962,000	84,395	75.15	6,342,000	620,000	350,000	474	Cannady, Jackson & Ryan
Centennial Science & Engineering Library,[3] University of New Mexico, Albuquerque	n/a	63,000	67.37	4,244,310	1,260,000	300,000	800	Dean Hunt Assocs.
Academy of the New Church, Bryn Athyn, Pa.	3,900,000	35,000	101.60	3,556,000	250,027	150,000	185	H2L2 Architects
* Allentown College, Center Valley, Pa.	3,816,900	36,000	97.33	3,504,000	190,000	270,000	343	Breslin Ridyard & Federo
* Assumption College, Worcester, Mass.	3,368,000	43,743	70.87	3,100,000	268,000	260,000	350	O.E. Nault & Sons
Southern Maine Vocational-Technical Inst., Portland	2,800,000	7,500	n/a	n/a	75,000	14,000	90	Portland Design Team
Brenan College & Academy, Gainesville, Ga.	2,500,000	42,000	35.71	1,500,000	1,000,000	250,000	400	not reported
* Southern Illinois University, Carbondale	1,622,500	32,035	45.88	1,469,775	5,620	500,000	6	Fischer Stein Assocs.
* Science-Technology Library, University of Texas at Arlington	n/a	14,800	80.66	1,193,768	236,925	140,000	107	Albert S. Komatsu & Assocs.
Art & Architecture Library, University of Texas at Arlington	n/a	6,000	n/a	n/a	91,200	38,000	72	Pratt, Box & Henderson
South Atlantic Regional Resource Center, Florida Atlantic University, Plantation	3,000	100	n/a	n/a	1,500	2,000	6	not reported

[1] Total area includes fourth floor and dean's suite; library portion, 85,000 sq. ft.

[2] Library part of 82,330 sq. ft. project: 70,270 sq. ft.

[3] Part of $11,553,744 Electrical & Computer Engineering/Science Library project


JOHN FORASTE

Orwig Music Library, Brown Univ., Providence, R.I.

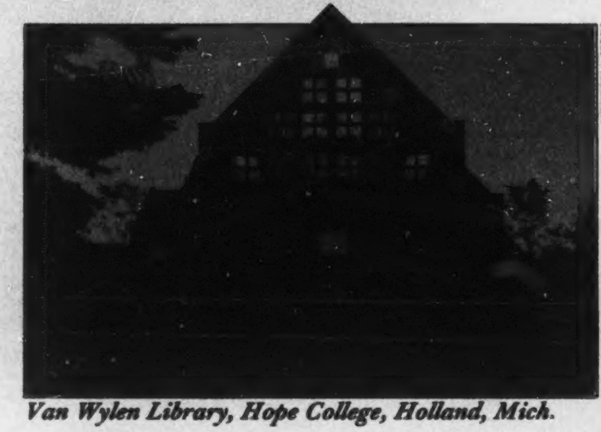
Art/Architecture Lib., Univ. of Texas-Arlington

Additions and Renovations

Name of Institution		Project Cost	Gross Area	Sq.Ft. Cost	Construction Cost	Equipment Cost	Book Capacity	Seating Capacity	Architect
Princeton University	Total	$13,800,000	69,700	$155.52	$10,840,000	$990,000	465,000	155	Fred Koetter
	New	n/a	47,700	205.24	9,790,000	n/a	n/a	n/a	
	Renovated	n/a	22,000	47.73	1,050,000	n/a	n/a	n/a	
D'Angelo Law Library, Univ. of Chicago	Total	10,500,000	121,305	78.00	9,461,789	n/a	650,000	431	not reported
	New	6,000,000	74,555	n/a	n/a	n/a	200,000	n/a	
	Renovated	4,500,000	46,750	n/a	n/a	n/a	450,000	n/a	
* University of Missouri-Columbia	Total	n/a	128,435	60.63	7,787,574	331,778	100,000	n/a	Peckham Guyton
	New	n/a	70,568	n/a	n/a	n/a	40,000	n/a	Albers & Viets, Inc.
	Renovated	n/a	57,867	n/a	n/a	n/a	60,000	n/a	
Claremont University Center, Calif.	Total	7,791,000	65,474	113.91	7,458,000	333,000	500,000	397	Skidmore, Owings &
	New	7,400,000	54,968	128.57	7,067,000	333,000	500,000	340	Merrill
	Renovated	391,000	10,506	37.22	391,000	0	0	57	
University of Alabama at Birmingham	Total	7,750,013	165,000	38.47	6,347,991	700,000	1,200,000	1,200	Hellmuth, Obata . . . &
	New	6,750,013	105,000	50.93	5,347,991	700,000	970,000	765	Davis, Speake
	Renovated	1,000,000	60,000	16.67	1,000,000	0	230,000	435	
* Hope College, Holland, Mich.	Total	n/a	92,000	81.97	7,540,820	700,000	430,000	691	Shepley Bulfinch . . .
	New	n/a	80,000	n/a	n/a	n/a	n/a	661	
	Renovated	n/a	12,000	n/a	n/a	n/a	n/a	30	
Southwestern University, Georgetown, Tex.	Total	6,850,000	73,955	63.97	4,730,803	708,715	265,245	472	Skidmore, Owings &
	New	5,385,898	41,706	96.42	4,021,182	396,880	136,245	320	Merrill
	Renovated	1,464,102	32,249	22.00	709,621	311,835	129,000	152	
Dallas Theological Seminary	Total	5,801,680	58,392	56.72	3,312,190	1,073,215	250,000	584	Tom F. Dance
	New	5,427,534	37,496	85.51	3,206,348	804,911	212,000	312	
	Renovated	374,146	20,896	5.07	105,842	268,304	38,000	272	
Gordon College, Wenham, Mass.	Total	n/a	72,000	77.51	5,581,000	416,000	162,000	468	Roman Assocs.
	New	5,500,000	52,000	99.63	5,181,000	416,000	75,000	252	
	Renovated	n/a	20,000	20.00	400,000	0	87,000	216	
University of Evansville, Ind.	Total	n/a	84,000	82.21	4,717,000	716,000	400,000	551	Jack H. Kinkel
	New	n/a	56,000	65.70	3,679,260	558,480	n/a	n/a	
	Renovated	n/a	28,000	37.01	1,037,740	157,520	n/a	n/a	
Moorhead State University, Minn.	Total	3,394,000	131,000	24.19	3,168,500	369,000	400,000	900	Yeater Hennings Ruff
	New	n/a	28,000	63.50	1,778,000	79,000	250,000	200	
	Renovated	n/a	103,000	13.50	1,390,500	290,000	150,000	700	
* Southern College of Technology,	Total	n/a	59,000	52.54	3,100,000	350,000	200,000	600	Sizemore & Floyd
Marietta, Ga.	New	n/a	34,000	67.65	2,300,000	n/a	100,000	400	
	Renovated	n/a	25,000	32.00	800,000	n/a	100,000	200	
* Ouachita Baptist University,	Total	1,512,694	40,699	34.40	1,399,992	112,702	292,560	410	Steve Kinzler of Blass
Arkadelphia, Ark.	New	n/a	28,263	n/a	n/a	n/a	129,570	246	Chilcote . . .
	Renovated	n/a	12,436	n/a	n/a	n/a	162,990	164	
Seton Hill College, Greensburg, Pa.	Total	n/a	30,250	51.80	1,567,000	75,000	n/a	n/a	Roach, Wolfish & Tetrich
	New	n/a	10,600	70.00	742,000	n/a	n/a	n/a	
	Renovated	n/a	19,650	41.99	825,000	n/a	n/a	n/a	
Virginia Baldwin Orwig Music Library,	Total	1,296,500	10,686	76.04	812,600	154,300	61,000	116	Shepley Bulfinch . . .
Brown University, Providence, R.I.	New	n/a	1,972	n/a	n/a	n/a	n/a	60	
	Renovated	n/a	8,714	n/a	n/a	n/a	n/a	56	
Lincoln Memorial University,	Total	n/a	25,886	38.63	1,000,000	100,000	158,000	200	Allan Assocs.
Harrogate, Tenn.	New	n/a	12,058	n/a	n/a	n/a	85,000	150	
	Renovated	n/a	13,828	n/a	n/a	n/a	73,000	50	
San Diego State University	Total	n/a	8,450	n/a	n/a	n/a	52,440	97	SDSU Facilities
	New	57,250	3,050	n/a	n/a	n/a	23,640	37	
	Renovated	n/a	5,400	n/a	n/a	n/a	28,800	60	

Florida International University, North Miami

Firestone Library, Princeton University



Van Wylen Library, Hope College, Holland, Mich.

NICK WHEELER

Additions Only

Name of Institution	Project Cost	Gross Area	Sq.Ft. Cost	Construction Cost	Equipment Cost	Book Capacity	Seating Capacity	Architect
Georgia State University, Atlanta	$12,000,000	122,515	$80.14	$9,818,000	$514,071	400,000	400	Jova, Daniels & Busby
College of William & Mary, Williamsburg, Va.	3,040,841	32,130	89.20	2,866,161	443,000	150,000	334	Perry, Dean, Rogers
* Babson College, Wellesley, Mass.	2,600,000	13,860	165.94	2,300,000	188,000	n/a	270	Arrowstreet, Inc.
Earth & Atmospheric Science Library, Purdue University, West Lafayette, Ind.	n/a	5,375	88.26	474,397	96,000	19,900 +	38	Walter Scholer & Assocs.
Commerce Library, University of Virginia, Charlottesville	n/a	n/a	n/a	n/a	n/a	8,904	68	Hartman & Cox
Biology/Psychology Library, University of Virginia, Charlottesville	n/a	4,407	n/a	n/a	n/a	20,832	79	Kliment & Halsbend

Renovations Only

Name of Institution	Project Cost	Gross Area	Sq.Ft. Cost	Construction Cost	Equipment Cost	Book Capacity	Seating Capacity	Architect
George Washington Univ., Washington, D.C	$1,900,000	58,714	$23.84	$1,400,000	$480,000	107,820 +	392	Mills, Clagett & Wening
* California State University, Chico	836,543	46,820	n/a	n/a	18,000	110,000	450	Statford, King & Assocs.
St. John's University, Collegeville, Minn.	128,810	22,400	n/a	n/a	28,964	n/a	n/a	Hamilton Smith
University of Texas at Austin	20,860	13,835	1.38	19,080	1,780	25,000	n/a	not reported

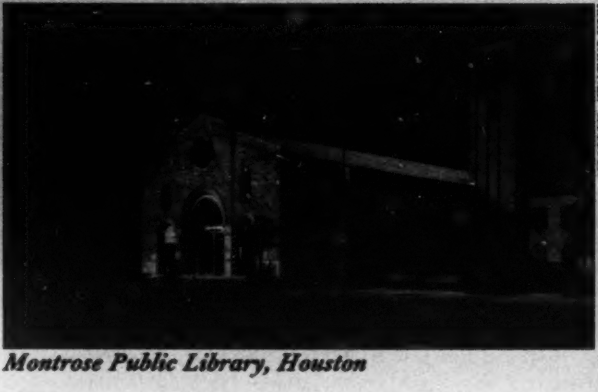
Buildings

New Buildings

Community	Pop. in M	Code	Project Cost	Const. Cost	Gross Sq. Ft.	Sq.Ft. Cost	Equip. Cost	Site Cost	Other Costs	Volumes	Reader Seats	Federal Funds	State Funds	Local Funds	Gift Funds	Architect
ALABAMA																
* Auburn	28	M	$1,147,071	$947,290	12,835	$73.80	$131,781	Owned	$68,000	40,000	66	0	$154,400	$960,890	$31,781	Moss & Assocs.
* Birmingham	16	B	934,783	715,278	8,100	88.31	125,762	Owned	93,743	48,230	56	154,400	0	780,383	0	David Jones Jr.
* Hamilton	5	B	251,215	171,215	4,730	36.20	31,000	35,000	14,000	10,000	16	0	77,200	108,015	66,000	Barr, Tune, Wynne
CALIFORNIA																
* Bakersfield	511	M	19,480,000	13,015,000	127,000	102.48	3,130,000	2,345,000	990,000	500,000	445	0	0	17,980,000	1,500,000	Parsons Brinckerhoff . . .
Hawaiian Grdns	12	B	15,213	9,875	1,800	5.00	1,056	Leased	4,282	10,000	16	0	0	15,213	0	not reported
* Los Angeles	18	B	91,000	85,166	2,200	38.71	923	Leased	4,911	7,000	12	0	0	91,000	0	Starkman & Assocs.
* San Diego[1]	37	B	1,886,466	1,381,592	10,244	134.87	183,097	Owned	321,777	35,000	90	1,886,466	0	0	0	Rob W. Quigley
CONNECTICUT																
Marlborough	5	M	944,232	836,442	5,200	160.85	42,262	Owned	65,528	24,000	56	0	200,000	300,000	444,232	Galliher & Baier
FLORIDA																
* Casselberry	100	MS	3,365,303	2,158,307	50,000	43.17	441,536	346,633	418,827	150,000	193	0	0	3,365,303	0	Rogers, Lovelock & Fritz
Clearwater	50	B	1,210,000	970,000	15,000	64.67	175,000	Owned	65,000	70,000	65	0	0	1,210,000	0	Williams Architects
Crystal River	43	B	1,025,000	754,000	15,000	50.27	125,000	100,000	46,000	50,000	113	0	0	925,000	100,000	Alan R. Wolfe
* Edgewater	15	B	626,000	461,849	10,000	46.18	84,000	45,811	35,000	48,000	48	200,000	50,000	376,660	0	Dana A. Smith
Ft. Lauderdale[2]	85	B	3,079,357	1,347,759	14,500	92.95	254,357	1,411,241	66,000	70,000	105	0	0	3,079,357	0	Rodney North Green
Inverness	46	B	1,015,000	754,000	15,000	50.27	125,000	90,000	46,000	50,000	113	0	0	1,015,000	0	Alan R. Wolfe
* Lake Helen	5	B	210,321	143,518	3,458	41.50	25,000	11,000	30,803	15,000	24	100,000	20,000	36,000	54,321	James L. Mitchell
* Lake Mary	25	B	1,178,479	938,032	12,000	78.17	79,114	Owned	161,333	68,000	65	0	0	1,178,479	0	Rogers, Lovelock & Fritz
* Longwood	51	B	1,416,084	867,242	12,000	72.24	108,559	300,000	140,283	127,000	73	0	0	1,416,084	0	Rogers, Lovelock & Fritz
* Oviedo	50	B	1,229,884	882,115	12,000	73.51	77,624	130,129	140,016	93,000	59	0	0	1,229,884	0	Rogers, Lovelock & Fritz
* Palm Harbor	55	M	1,100,000	650,000	16,000	40.63	130,000	250,000	70,000	100,000	110	0	200,000	770,000	130,000	Prindle Assocs.
* Sanford	31	B	1,168,522	876,068	12,000	73.01	57,712	130,005	104,737	50,000	70	0	0	1,168,522	0	Rogers, Lovelock & Fritz
GEORGIA																
Barnesville	13	B	680,450	532,000	8,926	59.60	68,000	30,000	50,450	30,000	56	0	550,215	0	130,235	Spangler & Manley
* Jonesboro[3]	184	MS	3,283,870	2,484,050	32,500	76.43	586,115	Owned	213,705	140,000	241	0	2,221,429	1,062,441	0	Scogin Elam & Bray
Metter	8	B	467,733	324,408	5,884	55.13	76,611	25,000	41,714	17,196	46	0	383,059	59,674	25,000	James W. Buckley
* Monroe	16	B	998,000	662,400	12,000	55.20	278,000	Owned	57,600	35,000	82	0	778,000	220,000	0	Taylor & Williams
* Monticello	6	B	477,330	341,560	6,800	50.23	71,878	Leased	63,892	20,000	40	0	429,597	10,000	37,733	John Tuten & Assocs.
Newnan	49	B	2,347,077	1,766,894	23,000	76.82	338,877	Owned	241,306	117,000	180	0	1,661,595	685,482	0	Kirkman & Assocs.
Social Circle	12	B	462,541	356,454	7,800	45.70	70,424	Owned	35,663	20,000	40	0	413,679	1,077	47,785	Brittain, Thompson . . .
* Tifton	85	S	486,570	332,745	8,511	39.10	112,962	Owned	40,863	65,000	28	0	437,913	48,657	0	Thomson & Assocs.
* Winder	70	MS	1,360,487	1,009,440	16,200	62.31	253,159	20,000	77,888	75,000	94	0	1,104,095	377,048	20,000	Winford Lindsay
ILLINOIS																
Chicago	31	B	1,825,000	1,350,000	11,500	117.39	150,000	125,000	200,000	45,000	98	0	1,250,000	575,000	0	Chicago Bureau of Arch.
Glenwood	18	M	669,579	651,263	3,880	167.85	n/a	Leased	18,316	28,000	43	250,000	0	419,579	0	Alan R. Clapp
Round Lake[4]	23	M	2,442,960	1,797,010	27,680	64.92	258,644	11,395	375,911	60,000	96	56,816	250,000	2,136,144	n/a	Thomas Bleck
INDIANA																
* Franklin[5a]	35	M	2,579,408	1,575,000	21,500	73.26	261,000	66,500	676,908	78,000	125	131,909	0	2,447,499	0	InterDesign Group
Greenwood[5b]	45	B	2,744,909	1,720,000	23,500	73.19	290,000	58,000	676,909	120,000	160	131,908	0	2,613,001	0	InterDesign Group
Middlebury	10	M	590,309	469,903	7,776	60.43	67,642	Owned	52,764	25,000	40	0	0	589,301	49,719	Borger Jones Leedy
Mooresville	7	M	991,945	716,331	12,000	59.69	126,576	50,000	99,038	32,000	80	0	0	980,620	11,325	Robert Porter
IOWA																
Des Moines[6]	3000	M	3,986,205	2,739,100	28,600	95.77	700,000	343,180	203,925	65,400	100	0	0	0	3,986,205	Brown Healey Bock
KANSAS																
Towanda	1	M	89,187	83,752	3,000	29.72	0	0	5,435	10,100	20	0	0	84,187	5,000	Gerald Starr
LOUISIANA																
Folsom	5	B	283,737	166,737	2,000	83.37	52,000	50,000	15,000	12,500	16	0	0	283,737	0	W. Freddie Boothe
* Metairie	30	B	1,467,424	763,624	10,000	76.36	200,000	408,003	95,797	45,000	73	0	0	1,417,424	50,000	Grimball/Savoye
MARYLAND																
* Elkton	67	MS	1,887,629	1,519,235	25,000	60.77	291,084	Owned	77,310	160,000	97	448,263	0	1,439,366	0	Smeallie, Orrick . . .
* Upper Marlboro	25	B	70,000	17,000	4,725	3.60	53,000	Leased	0	20,000	30	0	0	70,000	0	none
* Walkersville	7	B	353,508	305,806	2,500	122.32	23,700	Owned	24,002	12,000	20	0	0	353,508	0	Landon M. Proffitt
MINNESOTA																
* Cloquet	11	M	1,214,087	1,004,640	12,000	83.72	92,444	1	117,002	50,000	60	200,000	0	800,000	250,000	Steve McNeill
* Coon Rapids[7]	21	B	724,570	522,570	7,010	74.55	80,736	107,329	13,935	45,000	40	0	0	724,570	0	Sirny Architects
* Maple Grove	36	B	1,620,337	935,210	10,000	93.52	135,731	294,975	254,421	40,000	39	0	0	1,620,337	0	Freerks, Sperl, Flynn
New York Mills	3	M	209,686	146,689	3,310	44.32	14,765	29,400	18,832	10,000	24	69,197	0	30,727	107,262	Brian Phellps
Rush City	4	B	200,530	96,446	3,450	27.96	12,179	87,800	4,105	10,000	24	63,525	0	41,725	95,280	Jack Ovick
MISSOURI																
Blue Springs	40	B	1,308,003	932,153	17,500	53.27	117,499	228,607	29,744	80,000	136	0	0	1,308,003	0	Tognascioli/Gross/Jarvis
Gladstone	40	B	1,670,826	1,206,591	22,500	53.63	127,038	300,011	37,186	100,000	100	0	0	1,670,826	0	Tognascioli/Gross/Jarvis
Grandview	26	B	1,021,837	733,050	13,050	56.17	118,452	148,637	21,698	50,000	96	0	0	1,021,837	0	Tognascioli/Gross/Jarvis
Kansas City	41	B	1,655,287	1,057,602	14,100	75.01	156,779	316,356	124,550	50,000	112	6,739	0	1,648,548	0	Devine Architects
* Mt. Vernon	10	B	304,488	257,049	5,996	42.87	26,327	6,003	15,109	39,681	39	89,400	0	0	215,088	Warren & Goodin
Smithville	10	B	343,297	269,562	4,000	67.39	25,585	37,503	10,647	30,000	24	0	0	343,297	0	Tognascioli/Gross/Jarvis
NEBRASKA																
Omaha	41	B	2,461,736	1,824,056	20,000	91.20	257,680	215,000	165,000	80,000	194	0	0	2,461,736	0	Bahr, Vermeer . . .
NEVADA																
* Henderson	35	B	2,459,089	1,942,163	21,700	89.50	132,026	140,000	244,900	70,000	96	0	1,159,544	1,159,544	140,000	Architronics
* Las Vegas	75	B	2,556,142	2,146,835	22,900	93.75	167,235	85,000	157,072	75,000	85	0	1,278,071	1,278,071	0	Architronics
West Wendover	3	B	243,400	217,600	3,800	57.26	25,800	Owned	0	10,000	34	46,368	137,032	60,000	0	J.D. Long

Redwood City Public Library, Calif.

Exeter Public Library, N.H.



RICK GARDNER • HOUSTON

Montrose Public Library, Houston

Community	Pop. in M	Code	Project Cost	Const. Cost	Gross Sq. Ft.	Sq.Ft. Cost	Equip. Cost	Site Cost	Other Costs	Volumes	Reader Seats	Federal Funds	State Funds	Local Funds	Gift Funds	Architect
NEW HAMPSHIRE																
Exeter	12	M	$2,490,000	$2,141,263	21,000	$101.97	$155,000	Owned	$193,737	80,000	125	$60,000	0	$2,380,000	$50,000	Stahl Assocs.
NEW JERSEY																
* Thorofare	18	M	2,013,000	1,705,000	18,300	93.17	144,077	Owned	163,923	90,000	100	0	227,500	1,725,500	60,000	Faridy, Thorne, Maddish
NEW YORK																
* Center Moriches[8]	7	M	1,859,106	1,594,990	14,418	110.63	39,814	$75,000	149,302	60,000	52	0	21,500	1,655,292	182,314	Banwell, White . . .
E. Bloomfield	3	M	331,538	238,001	4,455	53.42	29,841	24,900	28,796	19,000	32	0	0	19,539	311,999	David Beinetti
* Hopewell Junction	18	M	1,026,000	860,000	9,000	95.56	80,000	35,000	51,000	50,000	35	0	9,401	616,599	400,000	Remick Architects
* Oriskany	2	M	407,673	274,749	3,356	81.87	38,000	50,000	44,924	12,000	28	43,724	17,199	328,750	18,000	Alesia & Crewell
* Syracuse[9]	464	MS	6,579,400	3,369,400	122,788	27.44	2,800,000	Leased	410,000	400,000	460	700,000	0	5,849,400	30,000	Quinlivan, Pierik . . .
Tully	5	M	165,398	149,541	3,568	41.91	0	Owned	15,857	10,000	22	50,000	41,707	8,000	65,691	Bennetts & Turner
* West Amherst	109	M	1,842,339	1,438,339	13,365	107.62	200,000	125,000	79,000	100,000	119	334,499	0	1,382,840	125,000	David Varecka
Wyandanch	13	M	1,437,238	1,271,074	16,580	76.66	40,000	Owned	126,164	60,000	80	0	37,238	1,400,000	0	Arktek Assocs.
NORTH CAROLINA																
Fuquay-Varina	10	B	432,000	370,000	4,065	91.02	62,000	Owned	n/a	40,000	30	0	0	432,000	0	Haskins, Rice . . .
* Lillington	63	MS	876,764	567,653	13,800	41.13	85,905	135,000	88,206	86,000	70	243,878	227,020	405,867	0	George M. Smart
* Newport	8	B	224,000	181,210	3,500	51.77	25,000	Owned	17,790	10,000	35	99,500	3,000	97,000	24,500	William J. Hedrick
OHIO																
* Amanda	5	B	181,631	134,390	2,400	56.00	29,241	15,000	3,000	10,000	16	0	0	0	181,631	Jon Lynch
* Bellville	4	B	203,901	146,901	2,500	58.76	18,000	25,000	14,000	17,000	20	0	0	203,901	0	Alexander Seckel
* Dayton	11	B	502,486	391,718	4,600	85.16	41,768	35,000	34,000	23,000	40	0	0	502,486	0	Gary Dunker
* Garrettsville	10	MS	794,186	606,479	11,000	55.13	100,707	Owned	87,000	50,000	31	323,247	0	470,939	0	Holzheimer & Assocs.
* New Matamoras	2	B	374,119	298,473	3,512	84.99	21,638	23,333	30,675	10,788	21	0	0	373,334	785	John Southwick
Norton	30	B	1,163,703	823,489	10,830	76.04	93,149	102,085	144,980	60,000	61	0	0	1,141,953	21,750	T.C. Architects
* Waynesville	11	M	735,209	536,053	8,300	64.58	135,417	Owned	63,739	45,000	48	0	0	730,063	5,146	Kleski & Assocs.
OKLAHOMA																
* Kingfisher	14	M	502,000	323,000	10,165	31.78	90,000	25,000	64,000	65,000	60	0	4,000	239,000	265,000	James L. Butcher
* Stroud[10]	30	M	213,445	135,000	2,200	61.36	30,020	Owned	48,425	5,000	23	167,185	0	46,260	0	MNT Robert Thomas
PENNSYLVANIA																
Monongahela	15	M	650,000	476,000	6,500	73.23	35,000	54,000	85,000	35,000	46	225,000	0	0	425,000	Lorenzi, Dodds . . .
Paoli	16	B	226,870	145,522	3,400	42.80	64,748	Leased	16,600	20,000	28	0	0	184,334	42,536	Robert V. Hamilton
SOUTH CAROLINA																
* Darlington	19	MS	1,099,461	894,199	15,000	59.61	94,193	25,469	85,600	60,000	77	150,000	0	949,461	0	F. Earle Gauldin
TEXAS																
* Bedford	45	M	1,820,752	1,149,352	17,000	67.61	93,049	482,110	96,241	86,000	83	200,000	0	1,670,927	0	Albert S. Komatsu
Crosby	17	B	668,660	535,906	10,500	51.13	73,244	Owned	58,510	n/a	n/a	0	0	668,660	0	PBR Architects
* Crosbyton	9	M	402,006	319,472	6,111	52.28	30,379	25,000	27,155	20,000	28	100,000	0	0	302,006	Mike Briggs
Emory	6	M	204,464	153,669	5,000	30.73	30,449	Owned	20,346	20,000	39	100,000	0	0	104,464	Charles J. Muller III
Georgetown	16	M	1,700,000	1,240,890	17,000	72.99	383,347	Owned	75,763	100,000	126	200,000	0	1,500,000	0	Gregory S. Ibanez
Santa Fe[11]	9	M	473,094	401,915	6,400	62.80	16,500	20,302	34,377	25,000	17	0	0	16,500	456,594	Reed & Clements
Seabrook	14	B	559,668	442,729	7,217	61.34	80,363	Owned	36,576	35,000	60	0	0	559,668	0	Richard Ainslie

Ella M. Everhard Public Library, Wadsworth, Ohio

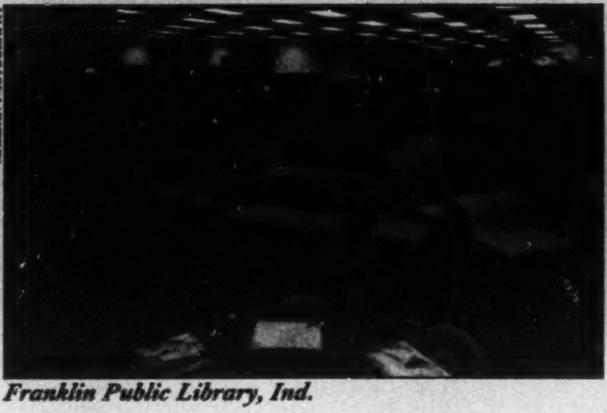
Kern County Library, Bakersfield, Calif.

Norton Branch, Akron-Summit County PL, Ohio

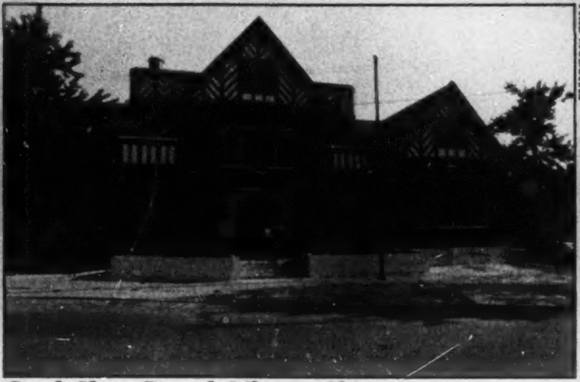
Community	Pop. in M	Code	Project Cost	Const. Cost	Gross Sq. Ft.	Sq.Ft. Cost	Equip. Cost	Site Cost	Other Costs	Volumes	Reader Seats	Federal Funds	State Funds	Local Funds	Gift Funds	Architect
VIRGINIA																
Lovingston	12	B	$353,377	$288,545	4,000	$72.14	$17,399	$19,275	$28,158	16,000	24	$70,551	0	$116,476	$166,350	S. Cabell Burks
* Virginia Beach	380	M	12,362,636	7,469,000	95,000	78.62	3,000,000	457,800	1,435,836	375,000	n/a	0	0	12,362,636	0	Design Collaborative
WASHINGTON																
* Coupeville	10	M	269,625	185,625	2,660	69.78	38,500	20,000	25,500	13,000	22	62,840	0	148,285	58,500	Lewis-Nelson Assocs.
* Mountlake Terrace	16	B	1,517,831	1,141,824	12,842	88.91	104,479	141,510	130,018	50,000	88	0	0	1,497,831	20,000	Lewis-Nelson Assocs.
WEST VIRGINIA																
Franklin	8	M	408,063	327,608	6,300	52.00	27,415	35,000	18,040	31,000	30	140,127	183,873	35,000	49,063	J.D. King
New Haven	2	B	387,557	338,994	4,100	82.68	22,881	Leased	25,682	20,000	24	121,568	179,552	60,000	26,437	Wilson & Goff
WISCONSIN																
Dodgeville	5	M	699,045	551,596	13,000	42.43	44,000	64,402	39,047	18,000	42	125,000	0	574,045	0	The Durant Group
St. Francis	10	M	1,097,788	922,768	19,200	48.06	116,100	Owned	58,920	35,000	124	0	0	912,688	185,100	Potter Design Group

Additions and Renovations

Community	Pop. in M	Code	Project Cost	Const. Cost	Gross Sq. Ft.	Sq.Ft. Cost	Equip. Cost	Site Cost	Other Costs	Volumes	Reader Seats	Federal Funds	State Funds	Local Funds	Gift Funds	Architect
ALABAMA																
* Alexander City	15	M	$87,884	$61,495	10,810	$5.69	$21,389	Owned	$5,000	47,000	44	0	$43,425	$17,985	$26,474	Seay, Seay & Litchfield
* Andalusia	46	M	215,000	213,379	3,790	56.30	0	Owned	1,720	80,000	110	0	115,800	62,402	36,898	Seymour & Lisenby
Arab	10	M	129,496	92,841	2,160	42.98	28,050	1,178	7,427	26,750	34	0	88,992	37,648	2,856	Pearson, Humphries . . .
Dadeville	170	BS	139,324	106,686	5,467	19.51	20,000	Owned	12,638	93,060	24	0	82,015	0	57,309	Earl Lancaster
* Gadsden	103	M	253,834	224,000	3,600	62.22	11,334	Owned	18,500	10,000	50	0	154,400	99,434	0	Ronald G. Cannon
Gurley[12]	2	B	5,750	2,500	1,500	1.67	750	Leased	2,500	7,500	10	0	0	2,500	3,250	not reported
Sheffield	12	M	150,000	120,000	9,380	12.79	10,000	15,000	5,000	35,000	42	0	75,000	25,000	50,000	Thomas Donaldson
ALASKA																
Valdez	3	M	452,939	347,000	4,000	86.75	23,943	Owned	81,996	3,000	30	0	0	452,939	0	Arch Fry
ARIZONA																
* Scottsdale	129	M	3,426,583	2,125,630	44,000	48.31	475,160	Owned	825,793	300,000	232	0	0	3,265,583	161,000	Dean, Hunt, Krueger . . .
ARKANSAS																
Eureka Springs[13]	17	B	98,670	89,502	n/a	n/a	0	Owned	9,168	n/a	n/a	24,000	0	15,000	59,670	John Mott
CALIFORNIA																
Cerritos	57	M	8,200,000	5,800,000	41,500	139.76	1,500,000	Owned	900,000	180,000	270	0	0	8,200,000	0	Charles Walton
* Redwood City[14]	60	M	8,116,000	5,614,000	45,000	124.76	775,000	947,000	780,000	175,000	239	0	0	8,105,350	10,650	Ripley Assocs.
* Rosemead	46	B	114,885	70,139	1,000	70.14	44,746	Owned	0	1,300	4	0	0	114,885	0	none


MARDAN PHOTOGRAPHY

Franklin Public Library, Ind.


PHIL MOLOITIS

South Shore Branch Library, Chicago

Community	Pop. in M	Code	Project Cost	Const. Cost	Gross Sq. Ft.	Sq.Ft. Cost	Equip. Cost	Site Cost	Other Costs	Volumes	Reader Seats	Federal Funds	State Funds	Local Funds	Gift Funds	Architect
COLORADO																
* Steamboat Springs	10	M	$650,000	$504,000	9,500	$53.05	$104.000	Owned	$42,000	40,000	75	$41,200	0	$603,800	$5,000	William Rangitch
CONNECTICUT																
Middlefield	3	M	46,808	39,979	225	177.68	0	Owned	6,829	n/a	n/a	12,847	8,564	21,411	3,986	Peter Able, Inc.
* Newington[15]	30	M	3,300,023	2,344,650	24,730	94.81	390,000	131,000	435,373	102,000	153	100,000	350,000	2,776,469	73,554	Kaestle Boos Assocs.
DELAWARE																
* Milton	7	B	51,344	47,344	728	65.03	0	Owned	4,000	n/a	n/a	0	22,500	28,844	0	Calvin Clendaniel
Seaford	21	M	265,315	230,861	3,000	76.95	23,742	Owned	10,712	45,000	32	0	60,000	23,300	182,015	Moeckel Carbonell
FLORIDA																
Brooksville	80	MS	490,000	380,000	10,000	38.00	60,000	Owned	50,000	80,000	32	200,000	0	289,500	500	Friedman McKenna
Cross City[16]	9	B	56,000	46,451	2,869	16.19	0	5,500	4,049	14,000	24	0	45,000	0	11,000	Jackson Reeger Inc.
* Daytona Beach	259	MS	740,000	679,000	13,500	50.29	8,000	Owned	53,000	28,000	35	200,000	0	220,000	320,000	Gee & Jenson
* Deltona	12	B	257,032	136,703	2,200	62.14	22,000	Owned	98,329	50,000	63	0	90,000	47,032	120,000	Gee & Jenson
Oakland Park	26	M	684,847	554,182	12,000	46.19	77,217	Owned	53,448	70,000	94	0	0	623,064	61,783	Oscar Vagi & Assocs.
Quincy	47	MS	369,442	267,176	8,105	32.96	67,725	Leased	34,541	24,000	77	0	301,717	67,725	0	Barrett Daffin . . .
* Sanford	250	M	60,305	53,911	5,000	10.79	4,000	Owned	2,394	n/a	n/a	0	0	60,305	0	Rogers, Lovelock & Fritz
Tampa[17]	30	B	177,000	147,000	5,600	26.25	15,000	Leased	15,000	30,000	20	0	0	177,000	0	Fletcher, Valenti . . .
GEORGIA																
* Albany	30	B	266,902	218,972	10,000	21.90	0	Owned	47,930	40,000	72	114,274	0	152,628	0	Floyd Smith
* Cordele	21	B	942,165	714,898	15,000	47.66	151,477	Owned	75,790	60,000	120	0	560,976	287,488	93,701	Michael V. Parker
* Eatonton	12	B	499.770	349,835	8,000	43.72	91,944	Owned	57,991	20,000	40	0	449,793	49,977	0	W. Lane Greene
Statesboro	39	MS	121,532	91,854	1,070	85.84	19,524	Owned	10,154	3,750	10	50,000	0	0	71,532	James W. Buckley . . .
* Toccoa	21	B	532,943	409,616	10,975	37.32	87,579	Owned	35,748	57,000	93	0	476,667	47,276	9,000	Bailey & Assocs.
* Tucker	38	B	761,974	544,616	12,140	44.86	137,000	Owned	80,358	58,000	106	125,000	449,974	167,000	20,000	Christian/Foley
IDAHO																
Blackfoot	20	M	828,955	624,234	19,500	32.01	73,107	98,614	33,000	45,000	50	0	0	0	828,955	Sundberg & Assocs.
Filer	2	M	85,337	61,545	2,400	25.64	0	19,849	3,943	n/a	n/a	37,027	20,282	28,028	0	Russ Lively
Garden Valley	1	M	11,787	11,787	674	17.48	0	Owned	0	12,000	20	5,537	0	1,000	5,250	Ellery Brown
ILLINOIS																
* Calumet Park	9	M	44,500	34,500	1,000	34.50	0	Owned	10,000	30,000	32	0	22,250	22,250	0	Edwin H. Lugowski
Chicago	97	B	2,150,000	1,750,000	16,000	109.37	150,000	Owned	250,000	105,000	122	1,054,000	0	1,096,000	0	Lempp Kerbis
Chicago	78	B	1,525,000	1,150,000	12,000	95.83	150,000	Owned	225,000	70,000	59	1,100,000	0	425,000	0	Wendell Campbell Assocs.
Kewanee	17	M	128,041	106,690	14,500	7.35	0	Owned	21,351	n/a	n/a	0	48,805	79,236	0	Landes, Benson, Parkins
* Oreana	1	M	64,004	23,099	1,272	18.16	1,721	33,962	5,221	5,500	12	25,000	0	18,904	20,100	Bradley, Likins . . . .
Streamwood	47	M	863,597	564,030	15,500	36.39	173,417	0	126,150	220,000	204	0	250,000	613,597	0	Robert Hunter
Wilmette	28	M	3,637,972	3,159,945	32,426	97.45	225,390	Owned	252,637	259,000	255	0	250,000	3,372,972	15,000	Frye Gillan Molinaro
Woodstock	20	M	1,871,786	1,530,691	22,114	69.22	37,793	Owned	303,302	80,600	115	0	250,000	1,621,786	0	O'Donnell Wicklund . . .
INDIANA																
* Batesville	4	M	1,573,900	1,252,900	8,850	141.57	130,000	Owned	191,000	108,000	96	0	0	0	1,573,900	Stephen Ford . . . .
Muncie	80	M	194,724	190,024	12,000	15.83	0	Owned	4,700	n/a	n/a	0	0	85,560	109,164	James H. Gooden
Princeton	12	M	544,846	498,412	5,600	89.00	0	Owned	46,434	50,000	18	182,000	0	362,846	0	Bill Gaisser Designs
KANSAS																
Ellis	2	M	45,459	43,172	1,056	40.88	2,287	Owned	0	n/a	n/a	0	0	0	45,459	not reported
Russell	8	M	129,111	100,590	9,572	10.51	15,456	Owned	13,065	44,485	72	46,352	0	81,559	1,200	Don Marrs
KENTUCKY																
* Bedford	6	M	114,531	95,860	1,500	63.91	9,649	Owned	9,022	n/a	60	0	49,508	64,523	500	Quinton Biagi
LOUISIANA																
Arcadia	17	M	466,176	414,427	13,430	30.86	21,813	Owned	29,936	75,000	53	0	0	466,176	0	Allen J. Kelly
MAINE																
Cumberland	5	M	700,000	552,866	8,100	68.25	29,971	Owned	117,163	44,500	84	0	0	700,000	0	Terrien Architects
MARYLAND																
Oxon Hill	165	B	149,000	130,000	7,000	18.57	16,000	Owned	3,000	200,000	118	0	0	149,000	0	none
St. Michaels	8	B	192,709	147,242	3,000	49.08	20,049	1.00	25,417	11,000	22	0	0	0	199,497	Rurik Ekstrom & Assocs.
MASSACHUSETTS																
Ashburnham	4	M	833,974	763,814	10,000	76.38	0	Owned	70,160	50,000	45	84,055	13,138	640,766	96,015	Preservation Partnership
* Eastham	4	M	697,365	584,915	8,632	67.76	50,000	Owned	62,450	30,000	51	0	0	693,665	3,700	Gaffney Assocs.
* Wayland	12	M	1,696,000	1,515,000	13,000	116.53	56,000	Owned	125,000	75,000	64	150,000	16,000	1,450,000	80,000	A. Anthony Tappe & Assocs.

Community	Pop. in M	Code	Project Cost	Const. Cost	Gross Sq. Ft.	Sq.Ft. Cost	Equip. Cost	Site Cost	Other Costs	Volumes	Reader Seats	Federal Funds	State Funds	Local Funds	Gift Funds	Architect
MICHIGAN																
Constantine	4	M	$179,795	$119,285	3,400	$35.08	$18,734	$30,000	$11,776	16,000	30	$62,500	0	$87,295	$30,000	Brooks Architectural
Temperance	25	B	600,000	500,000	14,800	33.78	0	Owned	100,000	n/a	125	0	0	600,000	0	David O. Peters
MINNESOTA																
* Forest Lake	11	M	339,044	289,898	3,190	90.88	27,943	Owned	21,203	40,000	50	105,000	0	234,044	0	Adkins Assn.
McIntosh	1	B	16,148	12,093	1,064	11.37	4,055	Owned	0	n/a	13	0	0	11,188	4,960	not reported
MISSISSIPPI																
Ridgeland	47	B	63,890	30,000	1,190	25.21	32,000	Owned	1,890	15,000	34	0	0	64,000	0	Charles P. McMulian
MISSOURI																
Galena	14	M	33,403	33,403	1,960	17.04	0	Owned	0	n/a	10	0	0	15,403	18,000	not reported
MONTANA																
* Hamilton	37	M	375,797	292,248	7,600	38.45	12,620	35,000	35,929	40,000	40	79,958	0	57,427	238,412	Mark L. Young
NEVADA																
* Beatty	1	M	34,386	29,416	596	49.35	0	Owned	4,970	13,500	21	14,620	7,965	11,801	0	Charles Sullivan
Elko	30	MS	388,368	359,600	5,800	62.00	0	Owned	28,768	19,000	30	121,768	204,600	69,000	3,000	J.D. Long
* Las Vegas	25	B	2,547,110	2,073,941	24,260	85.48	74,266	317,643	81,260	80,000	65	0	1,273,555	1,273,555	0	Congdon & Assocs.
* Reno	10	B	77,000	18,000	6,000	3.00	59,000	Owned	0	30,000	38	0	0	77,000	0	not reported
* Reno	40	B	345,087	241,087	12,000	20.09	104,000	Owned	0	22,000	50	45,087	0	300,000	0	not reported
* Sparks	55	B	184,500	144,500	2,180	66.28	40,000	Owned	0	79,000	273	77,605	76,021	30,874	0	Paul Huss
NEW HAMPSHIRE																
Newport	6	M	582,229	502,535	4,000	125.63	22,716	Owned	56,978	35,000	61	40,000	0	43,013	499,216	Sheerr & McCrystal
NEW MEXICO																
Bosque Farms	18	M	46,663	43,009	1,875	22.93	3,654	Owned	0	20,000	13	20,000	0	13,209	18,000	John Friedman
* Silver City	15	M	322,000	297,000	4,000	74.25	4,000	Owned	21,000	45,000	68	138,596	0	179,404	4,000	Jay Hill & Assocs.
NEW YORK																
Allegany	4	B	63,985	57,353	2,304	24.89	6,632	Owned	0	30,000	n/a	3,300	60,685	0	0	R. John
* Baldwin	32	M	1,159,627	622,334	20,400	30.50	50,000	432,163	55,130	200,000	61	267,955	31,672	860,000	0	Plushnick & Tsue Architects
Bayville	8	M	56,079	52,860	900	58.73	2,535	Owned	684	40,000	54	4,841	0	0	51,236	Leonard T. Kurkowski
Blauvelt	5	M	233,500	198,000	1,000	198.00	15,500	Owned	20,000	9,000	25	0	10,000	180,000	43,500	Remick Architects . . .
Brentwood	68	M	6,000,750	4,665,750	51,800	90.07	847,500	Owned	487,500	225,000	70	0	21,000	5,979,750	0	Arktek Associates
* Brooklyn	2231	MS	4,353,000	3,873,000	21,000	184.42	200,000	Owned	280,000	n/a	n/a	700,000	0	3,653,000	0	Renato Severino
* Brooklyn	26	B	767,461	668,461	7,225	92.53	55,000	Leased	44,000	34,720	68	0	0	767,461	0	Designers Quad
* Cambridge	2	M	172,500	152,750	1,200	81.92	2,000	Owned	17,750	10,000	30	0	23,441	51,788	97,271	Richard E. Jones Assocs.
* Croton	8	M	594,000	540,000	3,500	154.29	n/a	Owned	54,000	75,000	65	82,298	20,591	277,111	214,000	LML Architects
Cutchogue	5	M	537,613	410,257	3,560	115.24	92,613	Owned	34,743	20,000	34	0	5,000	462,000	70,613	Ward Assocs.
* Gowanda	10	M	44,453	81,481	2,176	37.45	1,208	Owned	5,764	14,006	28	30,000	33,000	1,453	24,000	Trevor W. Rogers
Irondequoit	57	M	429,864	373,375	6,000	62.22	21,489	Owned	35,000	100,000	40	97,756	49,743	282,365	0	Passero Assocs.
* Jericho	15	M	2,909,500	2,353,955	27,938	84.26	207,117	10,500	337,928	103,076	133	0	57,000	2,852,500	0	Lee Harris Pomeroy Assocs.
LeRoy	12	M	279,386	240,850	8,895	27.07	0	Owned	38,536	50,000	80	57,884	65,000	156,542	0	Clark, Clark, Millis & Gilson
* Marlboro	10	M	555,429	514,092	5,740	89.56	0	Owned	41,337	32,295	36	89,753	29,750	279,000	156,926	Peter R. Hoffman
New York	57	B	916,956	584,313	7,163	81.57	233,941	Owned	98,702	21,470	72	0	0	666,956	250,000	Gwathmey, Siegel & Assocs.
* Old Forge	2	M	138,715	119,682	3,329	35.95	9,149	Owned	9,884	14,867	30	0	50,000	13,902	74,813	Robert Noble
* Patchogue	46	M	136,045	32,933	1,451	22.70	85,367	Owned	17,745	50,000	0	43,750	0	92,295	0	Gibbons Heidtmann . . .
* Peru	6	M	130,909	117,909	3,746	31.48	3,000	Owned	10,000	18,700	30	0	75,000	21,720	34,189	Ronald DeLair
* Ransomville	14	M	130,000	80,000	1,400	57.14	20,000	23,000	7,000	20,000	25	26,000	38,000	50,000	16,000	Mesch Assocs.
* Rome	44	M	256,916	160,105	1,500	106.73	80,904	Owned	16,717	120,000	60	57,956	0	167,727	31,233	Robert W. Trowell
* Sandy Creek	3	M	78,025	69,715	1,120	62.25	0	1,000	7,310	9,800	20	0	13,701	28,000	36,324	Stephen Yaussi . . .
* Schenectady	288	MS	137,500	123,500	8,812	14.06	0	Owned	14,000	67,775	n/a	46,662	90,838	0	0	Thun Associates
Wantagh	19	M	504,877	454,710	18,304	24.84	0	Owned	50,167	110,685	108	129,789	0	375,088	0	Arthur Petterino
* Westhampton	M	8	352,000	302,000	7,240	41.71	15,000	Owned	35,000	50,000	60	0	17,500	154,500	180,000	Garrett Strang
* Woodstock	7	M	97,578	96,178	1,050	91.60	0	Owned	1,400	4,000	24	0	15,750	43,153	38,675	John Rovere
NORTH CAROLINA																
* Cary	50	B	257,806	176,000	11,780	14.94	81,206	Owned	n/a	100,000	110	0	0	257,806	0	Hager, Smith & Huffman
Valdese	8	BS	323,742	259,468	6,181	41.98	40,402	Owned	23,872	30,732	35	80,000	80,000	62,540	101,202	Robert B. Salsbury Assocs.
OHIO																
Ashland	46	M	2,177,000	1,763,975	20,880	84.48	249,916	Owned	163,109	100,000	127	0	0	2,177,000	0	Alexander Seckel
* Butler	3	B	143,308	112,808	2,880	39.17	15,000	Owned	15,500	15,000	15	0	0	143,308	0	Alexander Seckel
Carey	6	M	163,000	140,200	3,100	45.23	5,000	Owned	17,880	24,600	40	0	0	103,000	60,000	Bruce Wobser
Centerburg	4	M	122,028	105,117	5,000	21.02	7,450	Owned	9,461	24,000	20	0	0	114,578	0	Marr Knapp & Crawtis
Franklin	34	M	567,692	424,692	5,700	74.51	143,000	Owned	0	50,000	64	120,000	0	447,692	0	Comaco
* Lexington	13	B	603,658	393,158	6,322	62.19	58,500	105,000	47,000	38,000	71	0	0	603,653	0	Alexander Seckel
* Minerva	8	M	189,122	160,731	10,000	16.07	28,391	Owned	0	65,000	60	0	0	137,886	51,236	Robert Wilson
* Newton Falls	10	M	606,335	502,889	7,856	64.01	67,000	Owned	36,446	20,000	38	206,094	0	400,241	0	Frank Pliska
Ontario	10	B	139,138	106,838	2,935	36.40	22,500	Owned	9,800	21,000	15	0	0	139,138	0	Alexander Seckel
Wadsworth	19	M	1,671,017	1,367,744	19,650	69.61	22,668	Owned	280,605	85,000	120	0	0	1,671,017	0	William D. Koster
OKLAHOMA																
* Durant	12	M	451,000	396,000	8,900	44.49	30,000	Owned	25,000	39,000	60	148,000	0	283,000	20,000	Jack Nusbaum
Hobart	12	M	403,708	351,123	6,900	50.89	30,518	Owned	22,067	42,000	54	0	57,560	0	346,148	Jack Nusbaum
* Miami	14	M	333,712	280,685	3,750	74.85	35,399	Owned	17,628	60,000	76	125,000	33,000	95,712	80,000	Jack Mann
* Tonkawa	4	M	253,225	210,133	4,758	44.16	11,879	15,000	9,163	20,000	25	0	500	28,600	231,175	Howard & Porch
PENNSYLVANIA																
Phoenixville	25	B	890,000	719,300	9,634	74.66	14,000	Owned	156,700	70,000	150	80,000	0	226,000	584,000	Dagit Saylor
Telford	31	M	897,638	645,275	20,000	32.26	83,820	Owned	168,543	44,000	60	0	0	0	897,638	Diseroad & Wolff
Upper St. Clair	19	M	1,320,000	1,000,000	23,724	42.15	120,000	Owned	200,000	90,000	164	0	0	1,120,000	200,000	Ruprecht, Schroeder . . .
TENNESSEE																
Alamo	15	M	86,536	72,329	1,610	44.93	6,849	Owned	7,356	18,180	20	0	38,487	21,410	26,638	Troy Williams
Bristol	6	B	37,946	28,585	489	58.46	7,361	Owned	2,000	12,021	13	0	15,000	18,028	4,918	Norris Guthrie
Jasper	24	M	120,828	105,438	1,915	55.06	6,225	Owned	3,165	3,720	14	52,858	0	67,970	0	Klaus Peter Nentwig
Lynchburg	5	M	95,846	85,975	1,400	61.41	1,800	Owned	0	35,000	24	45,156	0	0	52,491	Jerry Stroud
TEXAS																
Columbus	6	M	228,838	207,469	4,141	50.10	5,208	Owned	16,161	32,030	54	0	0	0	228,838	R. Bruce Simmons
Crockett	24	MS	96,521	82,295	1,104	74.54	6,082	Owned	8,152	5,000	24	0	0	3,879	92,642	Gremer & Sumner
* Devine	7	M	384,000	296,700	5,013	59.19	3,900	37,000	46,400	26,480	28	100,000	0	100,000	184,000	Jesse Fernandez & Assocs.
* Dickinson	11	M	337,500	150,000	8,600	17.44	0	162,500	25	30,000	33	100,000	0	40,000	197,500	Rodney Mackey
Farmersville	3	M	35,950	33,000	2,100	15.71	1,500	Owned	1,450	18,500	50	0	0	19,950	16,000	Baseshore, Bashton . . .
Houston	45	B	1,963,500	1,332,000	15,100	88.21	350,000	151,500	130,000	60,000	126	80,000	0	1,732,000	151,500	Ray Bailey
* League City	35	M	2,530,000	1,965,651	29,285	67.12	564,349	Owned	0	135,000	123	0	0	2,500,000	30,000	Mackey & Co.
Matador	19	M	37,365	27,729	2,400	11.55	1,636	8,000	0	10,900	14	0	0	0	37,365	none
* N. Richl'nd Hills	45	M	5,500,000	742,000	87,000	8.53	212,000	4,300,000	246,000	200,000	110	0	0	5,500,000	0	Komatsu & Assocs.

Community	Pop. in M	Code	Project Cost	Const. Cost	Gross Sq. Ft.	Sq.Ft. Cost	Equip. Cost	Site Cost	Other Costs	Volumes	Reader Seats	Federal Funds	State Funds	Local Funds	Gift Funds	Architect
UTAH																
Milford	1	M	$1,900	$1,900	180	$10.56	0	Owned	0	1,200	28	$950	0	$950	0	none
VIRGINIA																
* Glouster	30	M	384,000	318,000	6,000	53.00	31,000	Owned	35,000	38,000	44	94,000	33,000	20,000	237,000	Caro, Monroe, & Liang
Roanoke	29	MS	562,000	465,000	13,239	35.12	45,000	Owned	52,000	92,000	142	0	0	562,000	0	Rogers & Reynolds
WASHINGTON																
Burbank	3	B	77,762	6,894	900	7.66	50,590	Leased	20,278	20,000	20	63,836	0	11,926	2,000	none
Cathlamet	2	M	30,000	18,000	1,408	12.78	12,000	Owned	0	9,000	28	0	0	0	30,000	none
* Seattle	48	B	766,002	605,660	9,300	65.13	19,200	Owned	141,142	22,000	52	0	0	680,002	86,000	Bassetti, Norton, Metler . . .
* Seattle	40	B	804,606	662,453	11,300	58.62	20,700	Owned	121,453	16,800	65	0	0	714,606	90,000	Bassetti, Norton, Metler . . .
WISCONSIN																
Cross Plains	6	M	225,709	182,318	3,640	50.09	22,955	Owned	20,436	25,000	28	23,103	0	189,411	13,195	K. Brink
Galesville	3	M	202,720	173,500	4,540	38.22	8,860	Owned	20,860	18,000	50	48,600	0	113,400	40,720	Schute-Larson Inc.
Three Lakes	2	M	163,000	160,000	2,028	78.90	3,000	Owned	n/a	12,000	4	0	0	3,000	160,000	Wergin Co., Inc.

Six-Year Cost Summary

	Fiscal 1983	Fiscal 1984	Fiscal 1985	Fiscal 1986	Fiscal 1987	Fiscal 1988
Number of new bldgs.	54	48	99	71	101	98
Number of ARRs[1]	42	63	125	120	149	140
Sq. ft. new bldgs.	835,211	800,252	852,831	1,141,957	1,370,479	1,400,597
Sq. ft. ARRs	369,351	523,963	1,227,063	1,189,319	1,567,121	1,271,285
NEW BLDGS.						
Construction cost	$48,761,130	$64,370,118	$52,799,143	$73,092,317	$101,016,870	$97,485,013
Equipment cost	6,426,618	6,451,298	6,585,913	9,799,996	17,958,318	19,680,354
Site cost	2,741,248	1,622,534	4,085,764	4,211,461	5,047,659	10,393,705
Other costs	6,018,787	6,397,740	5,728,714	10,869,097	12,096,087	11,600,724
Total—Project cost	63,947,783	78,841,690	70,583,649	97,972,871	136,952,501	139,169,136
ARRs—Project cost	18,769,475	30,762,934	69,256,835	59,634,921	79,208,109	103,570,287
NEW & ARR PROJECT COST	$82,717,258	$109,604,624	$139,840,484	$157,607,792	$215,457,355	$242,739,423
FUND SOURCES						
Federal, new bldgs.	$4,401,647	$2,274,957	$9,803,398	$6,367,559	$5,757,098	$7,352,110
Federal, ARRs	1,046,490	2,227,355	8,086,819	4,753,052	4,677,400	7,261,967
Federal, total	$5,448,137	$4,502,312	$17,890,217	$11,120,611	$10,434,498	$14,614,077
State, new bldgs.	$8,175,330	$4,340,803	$4,139,433	$1,863,277	$7,710,681	$13,707,819
State, ARRs	3,160,159	2,784,153	1,607,519	7,054,676	5,060,877	6,822,165
State, total	$11,335,489	$7,124,956	$5,746,952	$8,917,953	$12,771,558	$20,529,984
Local, new bldgs.	$47,544,033	$71,043,181	$47,914,637	$73,997,971	$117,135,870	$107,313,990
Local, ARRs	10,640,891	22,921,592	49,096,264	42,971,936	62,974,065	78,807,645
Local, total	$58,184,924	$93,964,773	$97,010,901	$116,969,907	$180,109,935	$186,121,635
Gift, new bldgs.	$3,957,736	$1,169,101	$8,766,333	$15,771,620	$7,182,656	$11,074,832
Gift, ARRs	3,171,935	2,838,892	10,490,099	4,982,621	6,734,422	10,745,494
Gift, total	$7,129,671	$4,007,993	$19,256,432	$20,754,241	$13,917,078	$21,820,326
TOTAL FUNDS USED	$82,098,221	$109,600,034	$139,904,502	$157,762,712	$217,233,069	$243,086,022

[1] Additions, Remodelings, and Renovations

References

1. Winner of S.D. Chapter AIA Design Award.
2. Library on second-floor level with parking beneath.
3. Winner of Award for Excellence, South Atlantic Region, AIA.
4. Value unknown for two acres of land donated by Park District.
5. Both libraries planned, designed, and constructed as one project.
6. Total funding from donations and Iowa State Lottery.
7. Located in a shopping complex.
8. All furniture & equipment plus site were donated.
9. Five-level building in The Galleries of Syracuse, a shopping mall in the downtown area.
10. Located on Indian tribal land, the emphasis is on Native American cultures.
11. Building and site financed and donated by Santa Fe resident Mae S. Bruce.
12. Renovated cafe.
13. Handicapped access to historic Carnegie building.
14. Forty-thousand square feet of new construction added to renovated fire station, a brick and terra cotta, 65-year-old landmark.
15. New construction added to existing 1939 building attached by skylight, creating a building inside a building.
16. Renovated bank; correctional institution labor used to "gut" bank building and refurbish it.
17. First branch library in Hillsborough County to be located in major shopping mall.

ARCHITECTS

VISCOM PHOTOGRAPHICS

Auburn Public Library, Ala.

Able, Peter, Inc., S. Main St., Marlborough, CT
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Breslin Ridyard & Federo, 1226 Union Blvd., Allentown, PA 18103
Briggs, Mike, 2118 34th St., Lubbock, TX 79411
Brink, K. & Associates, 4506 Regent St., Madison WI 53705
Brittain, Thompson & Bray, Macon, GA 31201
Brooks Architectural, PO Box 215, Benton Harbor, MI 49022
Brown, Ellery, Jr., Seattle, WA
Brown Healey Bock, PC, 800 1st Ave. NE, Cedar Rapids, IA 52402
Buckley, James W. & Associates, PO Box 727, Swainsboro, GA 30401
Burks, S. Cabell, Box 344, Amherst, VA 24521
Butcher, James, PO Box 447, Kingfisher, OK 73750
Campbell, Wendell Associates Inc., 3121 S. Michigan Ave., Chicago, IL 60605-2649
Cannady Jackson, & Ryan, Inc., 2370 Rice Blvd., Suite 208, Houston, TX 77005
Cannon, Ronald G., AIA, 1188 S. 6th St., Gadsden, AL 35901
Caro, Monroe, & Liang, 739 Thimble Shoals Blvd., Suite 805, Newport News, VA 23606
Christian/Foley, Suite 250, Bldg. 1480, 1355 Terrell Mill Rd., Marietta, GA 30067
City of Chicago Bureau of Architecture, 320 N. Clark St., Rm. 600, Chicago, IL 60610
Clapp, Alan R. c/o Porta-Structures Industries, Bethesda, MD
Clark, Clark, Millis & Gilson, Inc., 635 James St., Syracuse, NY 13201
Clendaniel, Calvin, Lincoln, DE
COMACO, 1271 E. 2nd St., Franklin, OH 45005
Congdon & Associates, 2350 Jones Blvd., Ste. 203, Las Vegas, NV 89102
Dagit, Saylor Architects, 1100 Vine St., Philadelphia, PA 19107
Dance, Tom F., 8950 N. Central Expwy., Dallas, TX 75231
Davis, Speake & Associates, 3004 Seventh Ave. S., Birmingham, AL 35233
Dean, Hunt, Krueger & Assocsiates, 3080 Civic Center Plaza, Scottsdale, AZ 85251
Design Collaborative, 2940 N. Lynnhaven Rd., Virginia Beach, VA 23452
Designer's Quad, 29-28 41st Ave., Long Island City, NY 11109
Devine Architects, Inc., 231 W. 47th St., Kansas City, MO 64112
Donaldson, Thomas, 205 E. Fourth St., Sheffield, AL 35660
Dunker, Gary, 910 Taywood Rd., Englewood, OH 45322
Durant Group, Inc., 2445 Darwin Rd., Madison, WI 53704
Faridy, Thorne, Maddish, PA, 1515 Lower Ferry Rd., West Trenton, NJ 08628
Fernandez, Jesse & Associates, 1526 N. Alamo St., San Antonio, TX 78215
Fischer Stein Associates, PO Box 3007, Carbondale, IL 62901
Fletcher, Valenti & Chillura, 219 S. Bradford, Tampa, FL
Ford, Stephen, Walter Scholes & Associates, Inc., PO Box 803, Lafayette, IN 47902
Freerks, Sperl, Flynn, Architects, 2575 W. 7th St., St. Paul, MN
Friedman, John, Los Lunas, NM 87031
Friedman McKenna Architecture, 5001 W. Cypress St., Suite 100, Tampa, FL 33607
Fry, Arch, PO Box 1970, Valdez, AK 99686
Frye Gillan Molinaro Architects, Ltd., 308 W. Erie, Suite 600, Chicago, IL 60610
Gaffney Associates, Architects, Dennis, MA
Gaisser, Bill Designs/Architecture, 219 Oak St., Evansville, IN 47713
Galliher & Baier, Courtyard #10, Simsbury, CT 06070
Gauldin, F. Earle of Craig, Gauldin, & Davis Architects, 12 Washington Park, Greenville, SC 29601

William J. "Bill" Lee HQ Library, Jonesboro, Ga.

Geddes, Brecher, Qualls, Cunningham, 2401 Locust St., Philadelphia, PA 19103
Gee & Jenson, Orlando, FL
Gibbons Heidtmann & Salvador Architects, 707 Westchester Ave., White Plains, NY 10604
Gooden, James H., 100 S. Mulberry St., Muncie, IN 47305
Gravely, Clinton & Associates, 500 Banner Ave., Suite B., Greensboro, NC 27401
Greene, W. Lane, Atlanta, GA 30305
Grimball/Savoye, 3525 N. Causeway Blvd., Metairie, LA 70002
Gruzen Samton Steinglass Architects, Planners, 11 W. 42nd St., New York, NY 10036
Gustavson, Arnold R. LML Architects, 2385 Main St., Stratford, CT 06497.
Guthrie, Norrisa R., 1969 Lee Hwy, Bristol, VA 24201
Gwathmey, Siegel & Associates, 475 10th Ave., New York, NY 10018
H2L2 Architects/Planners, 714 Market St., Philadelphia, PA 19119
Hager, Smith, & Huffman, PO Box 1308, Raleigh, NC 27602
Hamilton, Robert V., RA, Hamilton Associates, 143 Conshohocken State Rd., Gladwyne, PA 19035
Hartman & Cox, 1071 Thomas Jefferson St. NW, Washington, DC 20007-3814
Haskins, Rice, Savage, & Pearce, 2515 Fairview Rd., Raleigh, NC 27606
Hedrick, William J., AIA, RWC, Inc., Box 1692, Durham, NC 27702
Hellmuth, Obata, Kassabaum, Architect, 100 N. Broadway, St. Louis, MO 63102-2790
Hill, Jay & Associates, Fairbanks, AK
Holzheimer, David & Associates, 1184 Bell St., Chagrin Falls, OH 44022
Howard & Porch, First National Ctr., Suite 1300 E., Oklahoma City, OK 73102
Hunt, Dean, Associates Ltd., 204 Madeira, Albuquerque, NM 87108
Hunter, Howard, Saxon, & Associates, 705 Mahoning Ave., Warren, OH 44483
Hunter, Robert of O'Donnell, Wicklund, Pigozzi & Peterson, 570 Lake Cook Rd., Deerfield, IL 60015
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InterDesign Group, Inc., 141 E. Ohio, Indianapolis, IN 46204
Jackson Reeger Inc., 8310 N.W. 8th Ave., Gainesville, FL 32605
Janka, Martin of Smeallie, Orrick & Janka, Ltd., 5820 York Rd., Baltimore, MD 21212
John, Ronald, PO Box 132, Brant, NY 14027
Jones, David, Jr., 2000 1st Ave. N., Birmingham, AL 35203
Jones, Richard E., Associates, Glens Falls, NY 12801
Jova, Daniels & Busby, 1389 Peachtree St. NE, Atlanta, GA 30309
Kaestle Boos Associates, 31 High St., New Britain, CT 06051
Kelly, Allen J. of Kelly & Doughty, 2285 Benton Rd., Suite C200, Bossier City, LA 71111
King, J.D., Elkins, WV

City of Cerritos Public Library, Calif.

Kinkel, Jack H., 320 NW Seventh St., Evansville, IN 47708
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Landes, Benson, Parkins, 301 W. Pine St., Chillicothe, IL 61523
Lee Harris Pomeroy Associates, 2 W. 59th St., New York, NY 10019
Lempp Kerbis Architects, 172 W. Burton Place, Chicago, IL 60610
Lewis-Nelson Associates, 2800 Northup Way, Suite 100, Bellevue, WA 98004
Lively, Russ, PO Box 820, Twin Falls, ID 83303-0820
Long, J.D., 413 Idaho St., Reno, NV 89506
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Lugowski, Edwin H., Jr., AIA, 3511 Illinois St., Lansing, IL 60438
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Mackey & Company, League City, TX
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Mann, Jack, 326 C NW, Miami, OK 74354
Marr Knapp & Crawtis, 1485 Lexington, Mansfield, OH 44907
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Miller, Meier, Kenyon, Cooper, 101 NE 3d St., Ft. Lauderdale, FL 33301
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Mitchell, James L., 619 E. New York Ave., DeLand, FL 32724
MNT Robert Thomas, 1601 E. 19, Edmond, OK 73034
Moeckel Carbonell Associates, 1 Avenue of the Arts, Wilmington, DE 19801
Moss, Charles & Associates, 2107 2d Ave. N., Birmingham, AL 35203
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PBR Architects, Summit Plaza W., 12 Greenway Plaza, Suite 701, Houston, TX 77046
Peckham Guyton Alberts & Viets, Inc., 116 W. 47th St., Suite 201, Kansas City, MO 64112
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Peters, David O., 411 Huron View Blvd., Ann Arbor, MI 48103
Petterino, Arthur, 99 RR Plaza, Hicksville, NY 11801
Phellps, Brian, 222 Laurel St., Brainerd, MN 56401
Plushnick & Tsue Architects, 62 Cooper Sq., New York, NY 10003
Porter, Robert, 506 E. Market, Crawfordsville, IN

Imperial Point Branch Library, Ft. Lauderdale, Fla.

Portland Design Team, 58 Fore St., Portland, ME 04101
Potter Design Group, 735 Jennifer St., Madison, WI 53703
Pratt, Box & Henderson (now dissolved)
Preservation Partnership, 345 Union St., New Bedford, MA 02740
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Quinlivan, Pierik & Krause, 101 E. Water St., Syracuse, NY 13201
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Reed & Clements, Inc., 714 7th Ave. N., Texas City, TX
Remick Architects & Planners, 2 Executive Dr., New Windsor, NY 12550
Remich Architects & Planners, 34 Rte. 17K, Newburgh, NY 12550
Renato Severino Associates, 8 Greenwich Ave., Greenwich, CT 06830
Ripley Associates Architects, 353 Folsom St., San Francisco, CA 94105
Roach, Wolfish & Tetrich, N. Main St., Greensburg, PA 15601
Rodney North Green, Architects, 5100 W. Copans Rd., Margate, FL 33063
Rogers & Reynolds Architects, 506 S. Main St., Blacksburg, VA 24060
Rogers, Lovelock & Fritz, Inc., 145 Lincoln Ave., Winter Park, FL 32789
Rogers, Trevor W. 1605 Sheridan Dr., Kenmore, NY 14217
Roman, George A., Associates, Inc., 1 Gateway Ctr., Newton, MA 02158
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Ruetschle, John, Associates, 222 Linwood St., Dayton, OH 45405
Ruprecht, Schroeder & Hoffman, 1082 Bower Hill Rd., Pittsburgh, PA 15243
Rurik Ekstrom & Associates, 12 N. Second St., Richmond, VA 23219
Salsbury, Robert B. Associates, 305 N. Green St., Morganton, NC 28655
Scholer, Walter & Associates, Inc., Wea-Ton, US Hwy. 231 S., Lafayette, IN 47905
Schute-Larson Architects, 125 N. 4th St., La Crosse, WI 54601
Schweizer & Associates, Inc., 55 E. Jackson St., Orlando, FL 32802
Scogin Elam & Bray Architects, Inc., 1819 Peachtree Rd. NE, Suite 700, Atlanta, GA 30309
SDSU Facilities Planning, 5300 Campanile Dr., San Diego, CA 92182
Seay, Seay & Litchfield, 115 S. Court St., Montgomery, AL 36104
Seckel, Alexander, Architects, 106 Sturges Ave., Mansfield, OH 44903
Seymour & Lisenby, 413 N. Merrick Ave., Ozark, AL
Sheerr & McCrystal, Inc., 3 Sytheville Row, New London, NH 03257

Reid H. Cofer Library, Tucker, Ga.

Shepley Bulfinch Richardson & Abbott, 40 Broad St., Boston, MA 02109
Simmons, R. Bruce, Box 347, Highlands, TX 77502
Sirny Architects, 6009 Wayzata Blvd., Minneapolis, MN 55416
Sizemore & Floyd Architects, One Georgia Ctr., Suite 1000, 600 W. Peachtree, Atlanta, GA 30308
Skidmore, Owings & Merrill, 725 S. Figueroa St., 10th fl., Los Angeles, CA 90017
Skidmore, Owings & Merrill, One Shell Plaza, Houston, TX 77002
Smart, George M., Architects, Inc., 113 N. Boylan Ave., Raleigh, NC 27603
Smith, Floyd of The Survey Group, 3101 Towercreek Pkwy., Suite 475, Atlanta, GA 30339
Smith, Hamilton, FAIA, 9 Franklin Ct. W., Garden City, NY 11530
Southwick, John, 326 Front St., Marietta, OH 45750

Spangler & Manley, 525 E. Taylor St., Griffin, GA 30223
Starkman, Maxwell & Associates, 9420 Wilshire Blvd., Beverly Hills, CA 90212
Starr, Gerald, Towanda, KS 67144
Strang, Garrett, Main Rd., Box 1412 Southold, NY 11971
Stahl Associates Architects, 44 School St., Boston, MA 02108
Statford, King & Associates, 1210 G St., Sacramento, CA 95814
Stroud, Jerry, 104 W. Moore St., Tullahome, TN 37388
Sullivan, Charles, Address unknown
Sundberg & Associates, 111 E. 16th St., Idaho Falls, ID 83401
Tappe, A. Anthony & Associates, 132 Lincoln St., Boston, MA 02111
Taylor & Williams, Atlanta, GA 30305
T.C. Architects, Inc., 1650 W. Market St., Akron, OH 44313

Lucy Robbins Welles Library, Newington, Ct.

Terrien Architects, Inc., 900 Maine Savings Plaza, Portland, ME 04101
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Thun Associates Architects, 230 Union St., Schenectady, NY 12305
Tognascioli/Gross/Jarvis, 712 Baltimore, Kansas City, MO 64105
Trowell, Robert W., 301 N. Washington St., Rome, NY 13440
Tuten, John & Associates, Brunswick, GA
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Varecka, David of Kideney, Smith, Fitzgerald, Laping Partnership, 688 Delaware Ave., Buffalo, NY 14209
Walton, Charles Associates AIA, Inc., Glendale, CA
Ward Associates, 1500 Lakeland Ave., Bohemia, NY 11716
Wareham DeLair Architects, 71 Bloomingdale Ave., Saranac Lake, NY 12983
Warren & Goodin, Inc., 420 South Ave., Springfield, MO 65806
Wergin Co., Inc., 200 E. Wausau Ave., Wausau, WI 54401
Williams Architects Chartered, 1445 Court St., Clearwater, FL 34616
Williams, Troy A., Grace & Associates, Inc., Memphis, TN
Wilson & Goff, Associated Architects, St. Albans, WV
Wilson Architectural Group, North Canton, OH
Winford Lindsay Associates, 270 Langley Dr., Lawrenceville, GA 30245
Wobser, Bruce, Fremont, OH
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Yaussi Stephen W. & Robert Aceti, 220 Sterling St., Watertown, NY 13601
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Young, Mark L., AIA, Box 606, Hayden Lake, ID

Library Projects in Progress

When *LJ* was first approached with the idea of collecting information on library building projects not yet completed, we considered it a challenge and a means of making our annual architectural feature even more comprehensive and useful. Four years later, the challenge has assumed monumental proportions. From an initial listing of 395 buildings in 1985, we are listing 796 projects in 1988. We cannot take credit for this extraordinary increase in building around the country. We just give the facts, ma'am.

The list of individual projects submitted follows with the stage(s) of progress checked accordingly.

Pre-design stage:

1. Preliminary investigation
2. Program filed
3. Project funded
4. Architect selected

Design stage:

5. Design stage in progress
6. Construction documents completed
7. Bidding complete
8. Contracts awarded

The date following the library name represents the estimated year of completion.

Public Library Projects

NAME OF LIBRARY	STAGES							
	1	2	3	4	5	6	7	8
ALABAMA								
Hoover PL, Birmingham [1990]	✓	✓		✓		✓		
Boaz PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Demopolis PL [1990]	✓	✓		✓	✓			
Eufaula Carnegie Library [?]	✓	✓		✓	✓			✓
Gardendale PL [1989]	✓	✓	✓	✓	✓			
Irondale PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Lineville City Library [1989]			✓					
Madison PL [1989]			✓		✓			
Rainsville PL [1990]	✓			✓				
Saraland PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
ALASKA								
Homer PL [?]			✓	✓	✓			
Hope Community Library [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Haines Borough PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Juneau PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
ARKANSAS								
Arkansas River Valley Regional Lib., Dardanelle [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Columbia County Lib., Magnolia [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Jackson County Lib., Newport [1989]	✓	✓	✓	✓	✓			
North Logon Country Lib., Paris [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Randolph County Lib., Pocahontas [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Pope County Lib., Russellville [1989]	✓	✓	✓	✓	✓			
Sherwood Municipal Library [1988]	✓	✓	✓	✓	✓	✓	✓	✓
ARIZONA								
Tucson PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
CALIFORNIA								
Beverly Hills PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Carlsbad City Library [1991]	✓		✓					
Lancaster Library [?]	✓	✓						
Lawndale Library [?]	✓	✓		✓	✓	✓	✓	
Oceanside PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Sacramento PL [1990]	✓	✓	✓	✓	✓			
San Fernando Library [1988]	✓	✓		✓	✓	✓	✓	✓
West Hollywood Library [?]	✓	✓		✓				
South Whittier Lib., Whittier [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Willits Regional Library [1989]	✓	✓	✓	✓	✓	✓	✓	✓
CONNECTICUT								
Fairfield Woods PL, Fairfield [1990]	✓	✓	✓	✓	✓			

NAME OF LIBRARY	STAGES 1	2	3	4	5	6	7	8
David Milbunt Lib., Falls Village [1991]	✓	✓		✓	✓			
Greenwich Library [1989]					✓	✓		
Harwinton PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
E.C. Scranton Memorial Lib., Madison [1989]								✓
Mystic & Noank Lib., Mystic [1989]	✓	✓		✓				
New Haven Free PL [1989]								✓
East Lyme PL, Niantic [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Prospect PL [?]	✓	✓	✓	✓	✓			
Plumb Memorial Lib., Shelton [1990]	✓	✓						
Sherman Library [1990]	✓	✓		✓	✓			
Fairchild-Nichols Branch, Trumbull [1990]					✓			
Trumbull Library [?]	✓							
Windsor Locks PL [1990]	✓	✓	✓	✓	✓			
DELAWARE								
Greenwood PL [1988]			✓			✓	✓	✓
Selbyville PL [1988]	✓	✓	✓	✓				✓
DISTRICT OF COLUMBIA								
Library of Congress [1992]	✓	✓	✓	✓	✓	✓	✓	✓
Shepherd Park Branch [1989]	✓	✓	✓	✓	✓	✓	✓	✓
FLORIDA								
Boynton Beach City Library [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Brandon Regional Library [1990]	✓	✓	✓	✓	✓			
Hugh Embry Library, Dade City [1990]	✓	✓	✓	✓	✓			
Deerfield Beach Branch [1990]	✓	✓	✓	✓	✓			
DeLand Area PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Hudson Area Library [1989]			✓	✓		✓	✓	✓
Land O'Lakes Branch Library [1990]	✓	✓	✓	✓	✓			
Madison County PL, Madison [1989]			✓	✓	✓	✓	✓	✓
Melbourne PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Ormond Beach PL [1989]	✓	✓	✓	✓	✓			
Putnam County Lib. System, Palatka [?]	✓	✓						
Regency Park Branch, Port Richey [1989]	✓	✓	✓	✓				✓
Sunrise Branch Library [?]	✓	✓	✓	✓	✓			
Leon County PL, Tallahassee [1990]	✓	✓	✓	✓	✓	✓		
College Hill Branch, Tampa [1988]	✓	✓	✓	✓	✓			
Thonotosassa Branch [1989]	✓	✓	✓	✓	✓	✓	✓	✓
GEORGIA								
Cook County Library, Adel [1989]	✓	✓	✓	✓	✓			
Southside Branch, Albany [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Tallulah Massey Branch, Albany [1989]	✓	✓	✓	✓	✓			
Alpharetta Branch [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Victoria Evans Memorial Lib., Ashburn [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Athens Regional Library [1991]	✓	✓	✓	✓				
Auburn Avenue Library, Atlanta [1990]	✓	✓	✓					
Briarcliff Library, Atlanta [1990]	✓	✓	✓	✓	✓			
Brookhaven Library, Atlanta [1990]	✓		✓	✓	✓			
Buckhead Library, Atlanta [1989]	✓	✓	✓	✓	✓	✓	✓	
Central Library, Atlanta [1990]	✓	✓	✓	✓				
Central Library, Atlanta [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Chamblee PL, Atlanta [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Cleveland Avenue Lib., Atlanta [1989]	✓	✓	✓	✓	✓			
Collier Heights Lib., Atlanta [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Dogwood Library, Atlanta [1989]	✓	✓	✓					
Gresham Homework Center Lib., Atlanta [1990]	✓	✓	✓	✓	✓			
Northside Library, Atlanta [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Ponce de Leon Lib., Atlanta [1989]	✓	✓	✓	✓	✓	✓	✓	
Public Housing Libraries, Atlanta [1989]	✓	✓	✓					
Sandy Springs Regional Lib., Atlanta [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Southwest Regional Lib., Atlanta [1989]	✓	✓	✓	✓	✓	✓	✓	✓
West End Library, Atlanta [1989]	✓	✓	✓					
West Hunter Library, Atlanta [1989]	✓	✓	✓					
Union County PL, Blairsville [?]	✓	✓	✓	✓	✓	✓	✓	✓
Warren P. Sewell Memorial Lib., Bowdon [1988]	✓	✓	✓	✓				✓
Warren P. Sewell Memorial Lib., Bremen [1988]	✓	✓	✓	✓				✓

NAME OF LIBRARY	STAGES 1	2	3	4	5	6	7	8
Roddenbery Memorial Library, Cairo [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Calhoun/Gordon County Lib., Calhoun [1989]	✓	✓	✓	✓	✓	✓	✓	✓
R.T. Jones Memorial Library, Canton [1990]	✓	✓						
Embry Hills Library, Chamblee [1990]	✓	✓	✓	✓	✓			
Clarkston Library [1990]	✓	✓	✓	✓				
South Fulton Lib., College Park [1989]	✓	✓	✓	✓	✓	✓		
Nancy Guinn Library, Conyers [1990]	✓	✓	✓	✓	✓			
Madison County Library, Danielsville [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Avondale Mall Library, Decatur [1989]	✓	✓	✓	✓	✓			
Covington Library, Decatur [1990]	✓	✓	✓	✓	✓			
Maud M. Burrus Lib., Decatur [1991]	✓	✓	✓	✓				
Scott Candler Library, Decatur [1990]	✓		✓	✓	✓			
Northlake PL, Decatur [1990]	✓	✓	✓	✓	✓			
South DeKalb Area Library, Decatur [1990]	✓	✓	✓	✓	✓			
Southwest DeKalb Library, Decatur [1990]	✓	✓	✓	✓	✓			
Dunwoody PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Jones County PL, Gray [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Salter Memorial Library, Hahira [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Hart County Library, Hartwell [1989]	✓	✓	✓	✓	✓	✓		
Towns County PL, Hiawassee [?]	✓	✓	✓	✓	✓	✓	✓	✓
Lakes Library, Lake Park [1989]	✓	✓	✓	✓	✓			
Lithonia Library [1990]	✓		✓	✓	✓			
Salem/Panola Library, Lithonia [1990]	✓	✓	✓	✓	✓			
O'Kelly Memorial Library, Loganville [1989]							✓	
Morgan Cty. Lib., Madison [1988]								✓
Moultrie-Colquit Cty. Lib., Moultrie [1989]	✓	✓	✓	✓	✓			
Nicholson PL [1989]	✓	✓	✓	✓	✓			
East DeKalb Area Library, Redan [1990]	✓	✓	✓	✓	✓			
Redan/Hairston Library [1990]	✓	✓	✓	✓	✓			
Sara Hightower Regional Lib., Rome [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Roswell Library [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Hancock Cty. Lib., Sparta [1989]								✓
Sue Kellogg PL, Stone Mountain [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Screven County Library, Sylvania [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Haralson County Civic Lib., Tallapoosa [1990]	✓	✓						
Warren County Library, Warrenton [1989]	✓	✓	✓	✓	✓	✓		
Woodstock PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Pike County Library, Zebulon [1989]	✓	✓	✓	✓	✓			
IDAHO								
Boise PL [1989]	✓	✓	✓	✓	✓			
Kootenai County Libs., Hayden [?]	✓							
East Bonner County Lib., Sandpoint [1990]	✓	✓		✓	✓			
ILLINOIS								
Belleville PL [1989]					✓			✓
Bement Township Library [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Bridgeview PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Hope Weltry Twp. Lib., Cerro Gordo [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Chester PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Chicago PL [1991]	✓	✓	✓	✓	✓			
Hegewisch Branch, Chicago [?]	✓	✓	✓	✓	✓			
Kelly Branch Library, Chicago [1988]	✓	✓	✓	✓				✓
Logan Square Branch, Chicago [1989]	✓	✓	✓	✓				✓
Mount Greenwood Branch Lib., Chicago [?]	✓	✓	✓	✓	✓			
Pilsen Branch Library, Chicago [1988]	✓	✓	✓	✓				✓
Portage-Cragin Branch Lib., Chicago [1989]	✓	✓	✓	✓		✓		
Uptown Branch Library, Chicago [1990]	✓	✓	✓	✓	✓			
Elmwood Park PL [1989]	✓	✓	✓	✓		✓		
Fairview Heights PL [1989]	✓	✓	✓	✓	✓	✓		
Franklin Park PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Schmaling Memorial PL Dist., Fulton [1989]	✓	✓	✓	✓	✓	✓	✓	✓
DuPage Library System, Geneva [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Heyworth PL District [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Highland Park PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Hinsdale PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓

NAME OF LIBRARY	STAGES							
	1	2	3	4	5	6	7	8
Homewood PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
La Grange Park PL [1989]						✓		
Palos Heights PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Lakeview Branch, Peoria [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Riverdale PL District [1989]	✓	✓	✓	✓	✓	✓	✓	✓
St. Charles PL District [1989]	✓	✓	✓	✓	✓	✓	✓	✓
St. Joseph Township-Swearingen Memorial Lib. [1988]	✓	✓	✓	✓	✓	✓	✓	✓
South Beloit PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Towanda District Library [1988]	✓	✓	✓	✓	✓	✓	✓	✓
INDIANA								
Alexandria-Monroe PL [1989]	✓	✓	✓	✓	✓	✓	✓	
Bloomfield-Eastern Greene County PL [1990]	✓	✓	✓	✓	✓			
Clinton PL [1993]	✓							
Evansville-Vanderburgh County PL [1990]	✓		✓	✓				
Goshen PL [1989]	✓	✓	✓	✓	✓			
Hagerstown-Jefferson Twp. Library [1989]	✓	✓	✓	✓	✓	✓		
Hammond PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Hartford City PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Jasper PL [1990]	✓			✓				
Jeffersonville Twp. PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Tippecanoe Cty. PL, Lafayette [1989]	✓	✓	✓	✓	✓	✓	✓	✓
La Porte County PL [1990]	✓	✓		✓	✓	✓	✓	
Magan County PL., Martinsville [1990]	✓			✓	✓			
Peru PL [1988]						✓		
Rushville PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
South Bend PL [1990]	✓	✓		✓	✓			
Syracuse-Turkey Creek Twp. PL [?]	✓							
Switzerland Co. PL., Vevay [?]	✓							
Winchester Community Library [1990]	✓	✓		✓	✓			
KANSAS								
Americus Twp. Library [?]			✓	✓		✓		
Mc Cracken PL [1989]						✓		
KENTUCKY								
Boyd County PL, Ashland [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Bowling Green PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Harrison County PL, Cynthiana [1989]	✓	✓	✓	✓	✓			
Danville-Boyle Cty. PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Pike County PL, Elkhorn City [1989]	✓	✓	✓	✓	✓	✓		
Todd Cty. PL, Elkton [1989]	✓	✓	✓	✓	✓			
Henry Cty. PL, Eminence [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Boone Cty. PL, Florence [1989]	✓	✓	✓	✓	✓	✓		
Paul Sawyier PL, Frankfort [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Perry Cty. PL, Hazard [1989]	✓	✓	✓	✓	✓			
Breathitt Cty. PL, Jackson [1989]	✓	✓	✓	✓	✓			
Russell Cty. PL, Jamestown [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Lexington PL [1988]	✓	✓	✓	✓	✓	✓		
Casey County PL, Liberty [?]	✓	✓		✓	✓			
Louisville Free PL [1989]	✓	✓	✓	✓	✓	✓		
Campbell County PL Newport [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Paris-Bourbon County PL, Paris [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Madison Cty. PL, Richmond [1989]	✓	✓	✓	✓	✓			
Magoffin Cty. PL, Salyersville [1989]	✓	✓	✓	✓	✓			
LOUISIANA								
Ascension Parish Lib., Donaldsonville [?]	✓			✓				
West Bank Regional Lib., Harvey [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Claiborne Parish Library, Homer [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Vernon Parish Library, Leesville [?]	✓			✓	✓			
East Bank Regional Lib., Metairie [1990]	✓	✓	✓	✓	✓	✓	✓	✓
Webster Parish Library, Minden [?]	✓							
Algiers Point Library, New Orleans [1989]			✓	✓		✓		
Algiers Regional Lib., New Orleans [1989]			✓	✓		✓		
Broadmoor Library, New Orleans [1990]			✓					
East New Orleans Lib., New Orleans [1988]			✓	✓				
Latter Library, New Orleans [1989]			✓	✓	✓			

NAME OF LIBRARY	STAGES							
	1	2	3	4	5	6	7	8
Napoleon Library, New Orleans [1989]			✓	✓	✓			
Navra Library, New Orleans [1989]			✓	✓		✓		
Nix Library, New Orleans [?]			✓	✓	✓			
St. John the Baptist Parish Lib., Reserve [1988]			✓	✓			✓	✓
Shreve Memorial Lib., Shreveport [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Slidell Branch Library [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Live Oak Branch, Waggaman [1989]	✓	✓	✓	✓	✓	✓	✓	✓
MAINE								
Lewiston PL [1990]	✓	✓						
MARYLAND								
Anne Arundel Cty. Library, Annapolis [1991]	✓	✓	✓	✓				
Crofton Area Library, Annapolis [1995]	✓							
Edgewater Branch, Annapolis [1990]	✓	✓	✓	✓	✓			
Severna Park Branch, Annapolis [1990]	✓	✓	✓	✓	✓			
Bel Air Branch [1990]	✓	✓	✓					
Little Falls Community Library, Bethesda [1990]	✓	✓	✓	✓	✓			
Brunswick PL [1989]			✓	✓		✓	✓	✓
Chevy Chase Community Library [1990]	✓	✓	✓	✓	✓			
Damascus Community Library [1990]	✓	✓	✓	✓	✓			
Germantown Community Library [1990]	✓	✓	✓	✓	✓			
Greenbelt Branch [1988]								✓
Hyattsville Branch [1989]								✓
Kensington Park Comm. Lib., Kensington [1990]	✓	✓	✓					
Laurel Branch [1990]	✓			✓				
Aspen Hill Community Library, Rockville [1989]	✓	✓	✓	✓	✓			
Rockville Regional Library [1992]	✓	✓						
Twinbrook Community Lib., Rockville [19991]	✓	✓						
Fairland Community Lib., Silver Spring [1992]	✓	✓	✓					
White Oak Community Lib., Silver Spring [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Largo-Kettering Branch, Upper Marlboro [?]	✓							
Whiteford Branch [1990]	✓		✓					
MASSACHUSETTS								
Jones Library, Amherst [1990]	✓	✓	✓	✓	✓			
Memorial Hall Library, Andover [1988]								✓
Robbins Library, Arlington [1992]	✓	✓		✓	✓			
Attleboro PL [1991]					✓			
Bellingham PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Boston PL [1993]	✓	✓	✓	✓	✓			
Chelmsford PL [?]	✓	✓		✓	✓			
Chelsea PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Chilmark PL [1990]	✓	✓		✓	✓			
Gale Free Library, Holden [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Lancaster Town Library [1988]					✓			
Lincoln PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Reuben Hoar Lib., Littleton [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Hubbard Memorial Library, Ludlow [?]	✓	✓	✓	✓	✓			
Malden PL [1988]								✓
Mansfield PL [1989]								✓
Middleborough PL [1990]	✓	✓		✓	✓			
Monson Free Library [1989]	✓	✓	✓	✓				✓
Newton Free Library [1990]	✓	✓	✓	✓	✓	✓		
Stevens Memorial Lib., North Andover [?]	✓	✓		✓	✓			
Pembroke PL [1990]	✓	✓	✓	✓	✓			
Provincetown PL [1988]			✓	✓		✓	✓	✓
Richard Sugden Library, Spencer [?]	✓		✓	✓	✓			
Conant PL, Sterling [1989]						✓		✓
Joshua Hyde Library, Sturbridge [1989]			✓	✓		✓	✓	
Wareham Free Library [1990]	✓	✓	✓	✓	✓	✓		
G.A.R. Memorial Lib., West Newbury [1988]	✓	✓	✓	✓	✓	✓	✓	✓
J.V. Fletcher Lib., Westford [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Whitman PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Fiske PL, Wrentham [?]				✓				
MICHIGAN								
Auburn Hills PL [1989]					✓			
Howe Memorial Library, Breckenridge [?]	✓				✓			

NAME OF LIBRARY	STAGES							
	1	2	3	4	5	6	7	8
Burr Oak Twp. Library [1989]	✓			✓	✓			
Canton PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Charlotte PL [1989]				✓	✓			
Mason/Union Branch, Edwardsburg [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Fennville District Lib. & Enrichment Ctr. [1989]						✓		
Georgetown Twp. PL, Jenison [1989]	✓	✓	✓	✓	✓			
Orion Township PL, Lake Orion [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Library of Michigan, Lansing [1988]								✓
Livonia PL [1988]								✓
Milford Twp. Library [1989]		✓	✓	✓		✓	✓	✓
Oakland Cty. Library, Pontiac [1991]	✓	✓		✓				
MINNESOTA								
Detroit Lakes PL [1989]	✓	✓	✓	✓		✓	✓	✓
Minnetonka Community Library [1989]		✓	✓	✓		✓	✓	✓
Moorhead PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Pelican Rapids PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
MISSISSIPPI								
Hancock County Library System, Bay St. Louis [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Bude PL [1988]								✓
VanCleave Mem. Lib., Centreville [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Robinson-Carpenter Memorial Library, Cleveland [1989]	✓	✓	✓	✓	✓	✓		
Elizabeth Jones PL, Grenada [1989]	✓		✓	✓	✓	✓	✓	✓
Newhebron PL [1989]								✓
Ridgeland PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Ricks Memorial Library, Yazoo City [1989]	✓		✓	✓	✓	✓		
MISSOURI								
Bonne Terre Memorial Library [1989]	✓	✓	✓	✓	✓			
Kansas City PL, Independence [1988]								✓
Mid-Continent PL, Independence [1988]								✓
Kansas City PL [1988]								✓
South Branch, Kansas City [1988]								✓
St. Louis Cty. Library, Ladue [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Ray County Lib., Richmond [?]			✓				✓	✓
Boonslick Regional Lib., Sedalia [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Scenic Regional Library, Union [?]	✓							
MONTANA								
Chouteau Cty. Free Lib., Fort Benton [1988]			✓	✓		✓	✓	✓
Lewis and Clark PL, Helena [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Laurel PL [1988]								✓
Polson City Library [1988]	✓	✓	✓	✓	✓	✓	✓	✓
NEVADA								
Las Vegas Library/ Discovery: Children's Museum [1990]		✓	✓	✓		✓	✓	✓
West Las Vegas Library [1988]	✓	✓	✓	✓		✓	✓	✓
NEW HAMPSHIRE								
Dover PL [1988]	✓	✓	✓	✓		✓	✓	✓
Hancock Town Library [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Laconia PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Orford Social Library [1988]								✓
Sanbornton PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Whitefield PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Wilton PL-Gregg Free Library [1988]	✓	✓	✓	✓	✓	✓	✓	✓
NEW JERSEY								
Eastern Branch Lib., Shrewsbury [1990]	✓	✓	✓	✓	✓	✓	✓	✓
NEW MEXICO								
Thomas Branigan Lib., Las Cruces [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Rio Rancho PL [1989]	✓		✓	✓				
Roswell PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Villa Linda Mall, Santa Fe [1988]	✓	✓	✓	✓	✓			
Truth or Consequences PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
NEW YORK								
Addison PL [1992]	✓	✓						

NAME OF LIBRARY	STAGES							
	1	2	3	4	5	6	7	8
Afton Free Library [?]	✓							
Allegany PL [1989]	✓	✓						
Amityville PL [1990]	✓	✓		✓	✓			
Stevens Memorial Library, Attica [1990]	✓	✓						
Babylon PL [?]	✓	✓		✓	✓			
Barker Free Library [1990]	✓	✓			✓			
Bellmore Memorial Library [1989]	✓	✓	✓	✓	✓			
Byron-Bergen PL, Bergen [1989]	✓	✓	✓	✓	✓	✓		
Bethpage PL [1990]	✓							
Broome Cty. PL, Binghamton [?]	✓							
Bay Shore PL, Brightwaters [1988]	✓	✓	✓	✓	✓			
Bristol Library [?]	✓							
Seymour Library, Brockport [?]	✓	✓						
Brookhaven Free Library [1988]	✓	✓	✓	✓	✓	✓	✓	
Mott Haven Branch, Bronx [?]	✓							
Brighton Beach Branch, Brooklyn [1989]	✓	✓	✓	✓	✓			
Brower Park Branch, Brooklyn [1989]	✓	✓	✓	✓	✓			
Canarsie Branch, Brooklyn [1990]	✓	✓						
Clarendon Branch, Brooklyn [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Cypress Hills Branch, Brooklyn [1990]	✓	✓						
East Flatbush Branch, Brooklyn [?]	✓	✓	✓	✓	✓	✓	✓	✓
Gerritsen Beach Branch, Brooklyn [1992]	✓	✓						
Homecrest Branch, Brooklyn [1990]	✓	✓	✓					
McKinley Park Branch, Brooklyn [1991]	✓	✓	✓					
Ulmer Park Drive Branch, Brooklyn [1990]	✓	✓	✓					
Canajoharie Library [1989]	✓	✓	✓	✓	✓			
Wood Library, Canandaiqua [?]	✓							
Cazenovia PL [?]	✓	✓		✓	✓			
Cheektowaga PL [1991]	✓	✓						
Riga Free Library, Churchville [1989]	✓	✓	✓	✓	✓	✓		
Clayville Library [?]	✓							
Shenendehowa PL, Clifton Park [1990]	✓	✓						
Kirkland Town Lib., Clinton [?]	✓	✓						
Copiague Memorial PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Cornwall PL, Cornwall-on-Hudson [1990]	✓	✓		✓	✓			
Cortland Free Library [?]	✓	✓	✓					
Hammond Library, Crown Point [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Cutchogue Free Library [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Bethlehem PL, Delmar [1990]	✓	✓						
Half Hollow Hills Comm. Lib., Dix Hills [1989]	✓	✓	✓	✓	✓	✓	✓	✓
East Syracuse Free Library [1988]	✓	✓	✓	✓	✓	✓	✓	✓
West Harrison Library, East White Plains [1991]	✓	✓						
Eden Library [1989]	✓	✓		✓	✓			
Floral Park PL [1989]	✓	✓	✓					
Freeport Memorial Library [1989]	✓	✓						
Geneva Free Library [?]	✓	✓						
Glen Cove PL [1990]	✓	✓	✓	✓	✓			
Grand Island Memorial Library [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Floyd Memorial Lib., Greenport [1989]	✓	✓						
Guilderland Free Library [?]	✓							
Hamburg PL [1991]	✓	✓						
Hampton Bays PL [1990]	✓	✓		✓	✓			
Louise Read Memorial Lib., Hancock [1989]	✓	✓	✓	✓	✓			
Harrison PL [1989]	✓	✓		✓	✓			
Haverstraw King's Daughters PL [1990]	✓							
Hewlett-Woodmere PL [1991]	✓	✓		✓	✓			
Hicksville PL [1989]	✓	✓		✓	✓			
Highland PL [?]	✓							
Highland Falls Library [1991]	✓							
Sachem PL, Holbrook [1991]	✓	✓						
Hornell PL [?]	✓							
Huntington PL [1989]	✓	✓						
Island Park PL [?]	✓	✓						
Finger Lakes Lib. System, Ithaca [?]	✓		✓					
Queens Borough PL, Jamaica [1989]	✓	✓		✓	✓			

NAME OF LIBRARY	STAGES 1	2	3	4	5	6	7	8
Queens Borough PL, Jamaica [1990]	✓	✓		✓	✓			
Jeffersonville PL [1991]	✓	✓	✓	✓	✓	✓	✓	
Katonah Village Library [1990]	✓	✓						
Lackawanna PL [?]	✓	✓						
Orleans PL, La Fargeville [?]	✓							
Island Trees PL, Levittown [1989]	✓	✓		✓	✓			
Lewiston PL [1990]	✓	✓		✓	✓			
Liverpool PL [1993]	✓							
Livonia PL [1991]	✓	✓						
Nioga Library System, Lockport [1989]	✓	✓	✓		✓			
William Sanford Town Lib., Loudonville [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Lynbrook PL [1989]	✓	✓		✓	✓			
Massapequa PL [1989]	✓	✓						
Mechanicville District PL [?]	✓	✓						
Melville Branch Library [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Merrick Library [?]	✓	✓		✓	✓			
Longwood PL, Middle Island [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Weller Library, Mohawk [?]	✓	✓						
Montauk Library [1989]	✓	✓	✓	✓	✓			
Nanuet PL [1989]	✓	✓	✓	✓	✓			
New Berlin Library [1988]	✓	✓	✓	✓	✓	✓	✓	✓
New City Library [1988]				✓		✓	✓	✓
New Hartford PL [?]	✓	✓						
Hillside PL, New Hyde Park [?]	✓	✓						
New York PL/Research Libraries [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Countee Cullen Regional Lib., New York [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Jefferson Market Branch, New York [?]	✓	✓	✓					
Ninety-Sixth Street Regional Branch, New York [1989]	✓	✓	✓	✓	✓			
Tompkins Square Branch, New York [?]	✓	✓	✓					
Newark PL [?]	✓							
North Bellmore PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
North Collins Memorial Library [1990]	✓	✓		✓	✓	✓		
Northport-East Northport PL [1991]	✓	✓		✓	✓			
Northport PL [1989]	✓	✓		✓	✓			
Oceanside Free Library [1990]	✓							
Oneida Library [?]	✓	✓						
Orchard Park PL [?]	✓	✓						
Ossining PL [?]	✓	✓		✓	✓			
Oyster Bay-East Norwich PL [1990]	✓	✓						
Pearl River PL [?]	✓	✓	✓	✓	✓			
Pelham PL [?]	✓							
Perry PL [?]	✓	✓						
Phoenix PL [?]	✓							
Pittsford Community Library [1989]	✓							
Plainview-Old Bethpage PL [?]	✓	✓		✓	✓			
Port Jefferson Free Library [1989]	✓	✓	✓					
Port Washington PL [?]	✓	✓						
Adriance Memorial Lib., Poughkeepsie [1991]	✓							
Rego Park Branch [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Brighton Memorial Library, Rochester [?]	✓	✓						
Chili PL, Rochester [1990]	✓	✓						
Gates PL, Rochester [1992]	✓	✓						
Greece PL, Rochester [1990]	✓	✓						
Lincoln Branch, Rochester [1989]	✓	✓						
Maplewood Branch, Rochester [1991]	✓	✓						
Marketview Branch, Rochester [1991]	✓	✓						
North Hampton Branch, Rochester [?]	✓	✓						
Rochester PL [1992]	✓	✓						
Sully Branch, Rochester [1992]	✓	✓						
Rockville Centre PL [1990]	✓	✓	✓	✓	✓	✓	✓	✓
Roosevelt PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Bryant Library, Roslyn [?]	✓	✓						
Saratoga Springs PL [1991]	✓	✓						
Arvilla E. Diver Memorial Lib., Schaghticoke [?]	✓	✓	✓	✓	✓			
Schenectady County PL [1991]	✓	✓		✓	✓			
Rotterdam Branch Lib., Schenectady [?]	✓	✓	✓	✓	✓	✓	✓	✓
Glenville Branch, Scotia [1989]	✓	✓	✓	✓	✓	✓		
Seaford PL [1991]	✓	✓						
Sherburne PL [?]	✓							
Mastics-Moriches-Shirley PL, Shirley [1990]	✓	✓		✓	✓			
John C. Hart Memorial Library, Shrub Oak [1989]	✓	✓	✓	✓	✓			
Smithtown Library [?]	✓	✓		✓	✓			
Rogers Memorial Lib., Southampton [1992]	✓	✓		✓	✓			
Southold Free Library [1990]	✓	✓		✓	✓			
Ogden Farmers' Library, Spencerport [1989]	✓	✓		✓	✓			
Staatsburg Library [?]	✓							
Tottenville Branch Lib., Staten Island [?]	✓	✓	✓					
Mary E. Seymour Memorial Free Lib., Stockton [1989]	✓	✓						
Stony Creek Free Library [1989]	✓	✓	✓					
Mundy Branch Library, Syracuse [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Tappan Library [?]	✓							
Troy PL [1991]	✓	✓		✓	✓			
Tuxedo Park Library [1989]	✓	✓						
Utica PL [1989]	✓	✓	✓	✓	✓	✓		
Valley Cottage Free Library [1992]	✓	✓		✓	✓			
Waldinger Memorial Lib., Valley Stream [?]	✓			✓				
Vestal PL [?]	✓	✓		✓	✓			
Victor Free Library [?]	✓	✓						
Voorheesville Central Sch. Dist. Lib. [1989]	✓	✓	✓	✓	✓	✓	✓	✓
William B. Ogden Free Lib., Walton [1990]	✓	✓	✓	✓	✓	✓		
Warsaw PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Westport Library Association [?]	✓	✓		✓	✓			
Wolcott Civic Free Library [1989]	✓	✓		✓	✓			
NORTH CAROLINA								
Wake County PL, Apex [1989]	✓	✓	✓	✓	✓			
Pender County PL, Burgaw [1989]	✓	✓	✓	✓		✓		
Canton Branch Library [1990]	✓	✓	✓	✓		✓		
Chapel Hill PL [1992]	✓	✓	✓	✓				
Charlotte & Mecklenburg Cty. Lib. [1989]	✓	✓						
Charlotte & Mecklenburg Cty. Lib. [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Charlotte & Mecklenburg Cty. Lib. [1990]	✓	✓	✓	✓				
Rosenboro Library, Clinton [1989]	✓	✓	✓	✓	✓			
Granville Cty. Library System, Creedmoor [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Danbury PL [1989]						✓		
Northwest Branch, Fayetteville [1990]	✓	✓	✓	✓				
Macon County PL [1990]	✓	✓		✓	✓			
Wake County PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Sheppard Memorial Lib., Greenville [1989]	✓	✓	✓	✓	✓	✓		
Caldwell County PL, Lenoir [1989]	✓	✓	✓	✓	✓			
Kill Devil Hills Branch, Manteo [1990]	✓	✓	✓	✓	✓	✓		
Cameron Village Regional Lib., Raleigh [1989]	✓	✓	✓	✓	✓	✓		
Richard B. Harrison Library, Raleigh [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Roanoke Rapids PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Rowan PL, Salisbury [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Cleveland Cty. Memorial Lib., Shelby [1990]	✓	✓	✓	✓	✓			
Thomasville PL [1990]	✓	✓	✓	✓	✓			
Wake County PL, Wendell [?]	✓	✓	✓	✓	✓	✓	✓	✓
Martin Memorial Library, Washington [1991]	✓	✓		✓	✓			
NORTH DAKOTA								
Bismarck Veterans Memorial PL [1989]							✓	✓
Minot PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
OHIO								
Bellevue PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Berea Branch [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Blanchester PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Brecksville Branch [1990]	✓	✓	✓	✓	✓			

NAME OF LIBRARY	STAGES 1	2	3	4	5	6	7	8
Bristol PL, Bristolville [1990]				✓	✓			
Bucyrus PL [1989]			✓	✓		✓	✓	✓
Caldwell PL [1989]	✓	✓	✓	✓		✓	✓	✓
Mercer Cty. District PL, Celina [1989]	✓	✓		✓	✓			
Chagrin Falls Branch [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Cleveland PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Cuyahoga Cty. PL, Cleveland [1991]	✓	✓	✓	✓	✓			
Grandview Heights PL, Columbus [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Karl Road Branch, Columbus [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Main Library, Columbus [?]	✓	✓	✓	✓	✓			
Parsons Branch, Columbus [?]	✓	✓	✓	✓	✓			
Taylor Memorial PL, Cuyahoga Falls [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Dublin Branch [?]		✓	✓	✓	✓			
Findlay-Hancock County PL, Findlay [1990]	✓	✓		✓	✓	✓		
Birchard PL, Fremont [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Dr. Samuel L. Bossard Memorial Lib., Gallipolis [?]	✓							
Mary P. Shelton PL, Georgetown [1989]	✓	✓	✓	✓		✓	✓	✓
Lima PL [1990]	✓	✓	✓	✓	✓			
London PL [1989]			✓	✓		✓		
Madison Branch, Mansfield [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Mansfield-Richland County PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Massillon PL [1989]	✓	✓	✓	✓		✓	✓	✓
Massillon PL [?]	✓	✓						
Mount Vernon PL [1989]	✓	✓	✓	✓		✓	✓	✓
Nelsonville PL [1988]								✓
New Breman Branch Lib. [1989]					✓			
Tuscarawas County PL, New Philadelphia [1990]	✓	✓		✓	✓			
Oberlin PL [1990]		✓		✓	✓			
Orwell PL, Grand Valley [?]			✓	✓		✓	✓	
Parma Heights Branch [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Paulding County Carnegie Library [1989]		✓						
Meigs County PL, Pomeroy [1989]	✓		✓	✓	✓	✓	✓	✓
Reynoldsburg Branch [?]	✓	✓	✓	✓	✓	✓		
Rocky River PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Domonkas Branch, Sheffield Lake [1990]					✓			
Marvin Memorial Library, Shelby [1990]	✓	✓	✓	✓	✓			
Clark County. PL, Springfield [1988]	✓	✓	✓	✓	✓	✓	✓	✓
PL of Steubenville & Jefferson Cty. [1988]	✓	✓	✓					✓
Streetsboro Branch Library [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Tiffin-Seneca PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Toronto Branch Library [?]	✓	✓		✓	✓			
Carnegie PL, Washington Court House [1989]	✓	✓		✓				
Wayne County. PL, Wooster [1989]						✓		
John McIntire PL, Zanesville [1990]	✓			✓				
OKLAHOMA								
Anadarko PL [1989]	✓	✓		✓	✓			
Grace M. Pickens Library, Holdenville [?]	✓	✓	✓	✓	✓	✓	✓	✓
Hominy PL [1989]		✓	✓		✓			
Grove PL, Muskogee [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Warner PL, Muskogee [1989]	✓	✓	✓	✓		✓		
Belle Isle Branch, Oklahoma City [1989]	✓	✓	✓	✓	✓	✓		
Village Branch, Oklahoma City [1990]	✓	✓	✓	✓	✓			
Ponca City Library [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Sallisaw PL [?]	✓							
Shawnee PL [1989]	✓	✓	✓	✓	✓			
Stilwell PL [1988]								✓
Waurika PL [1989]	✓		✓	✓	✓			
Woodward PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Yale PL [1989]	✓		✓	✓	✓			
OREGON								
Siuslaw PL, Florence [1990]	✓	✓		✓	✓			

NAME OF LIBRARY	STAGES 1	2	3	4	5	6	7	8
Hermiston PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
North Bend PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Sisters Branch Library [1989]	✓		✓					
Stayton PL [1989]	✓			✓	✓			
West Linn PL [1989]	✓	✓	✓	✓	✓			
PENNSYLVANIA								
Bucks County Free Lib., Doylestown [1988]	✓							
Wolfsohn Memorial Library, King of Prussia [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Samuel Pierce Branch, Perkasie [1988]	✓							
RHODE ISLAND								
East Greenwich Free Library [?]	✓							
Greenville PL [1989]	✓	✓		✓	✓			
Hope Library [1989]	✓	✓		✓	✓			
Kingston Free Library [1991]	✓							
Newport PL [?]	✓							
South Kingstown PL, Peace Dale [1989]	✓	✓	✓	✓				✓
Providence PL [1988]	✓	✓	✓	✓	✓	✓	✓	✓
N. Smithfield PL, Slatersville [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Robert Beverly Hale Branch, Wakefield [1990]	✓							
West Warwick PL System [1990]	✓	✓						
SOUTH CAROLINA								
Aiken County PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Kershaw County Library, Camden [1988]		✓			✓			
Charleston County Library [1990]	✓	✓	✓	✓	✓			
James A. Rogers Library, Florence [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Georgetown County PL [1989]	✓	✓	✓	✓	✓	✓		
Great Falls Branch [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Greenville County Library [1990]	✓							
Laurens County Library [1989]	✓	✓	✓	✓	✓		✓	✓
Nancy Carson Library, North Augusta [1989]	✓	✓	✓	✓	✓	✓		
Orangeburg County Library [1989]					✓			
York County Library, Rock Hill [1989]	✓	✓	✓	✓	✓	✓	✓	✓
York County Library, Rock Hill [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Spartanburg County PL [?]	✓	✓		✓	✓			
TENNESSEE								
Irving Meek Jr. Lib., Adamsville [1989]	✓	✓	✓	✓	✓			
Southeast Branch Library, Antioch [?]	✓		✓	✓				
Bluffton-Wells County PL [1990]	✓			✓				
Bicentennial Library, Chattanooga [1989]	✓	✓	✓	✓	✓			
Houston County PL, Erin [1989]	✓	✓	✓	✓	✓			
Fairview PL [1989]	✓	✓	✓	✓	✓			
S. Cheatham Branch, Kingston Springs [1989]	✓							
Lebanon-Wilson County PL [1989]	✓							
Loretto Branch Library [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Manchester PL [1989]	✓							
C.E. Weldon PL, Martin [1989]	✓	✓	✓		✓			
Mt. Juliet-Wilson Cty.-Harvey Freeman Memorial Lib. [1989]								✓
Linebaugh PL, Murfreesboro [?]	✓	✓	✓	✓				
PL of Nashville & Davidson Cty. [?]	✓	✓	✓	✓	✓	✓	✓	✓
Giles County PL, Pulaski [1989]	✓	✓	✓	✓	✓	✓	✓	
Argie Cooper PL, Shelbyville [1988]								✓
Gorham-Mac Bane PL, Springfield [1988]								✓
Lannom Memorial PL, Tullahoma [1989]								✓
TEXAS								
Allen PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Atlanta PL [1988]			✓	✓		✓	✓	✓
Central Library, Garland[1988]	✓	✓	✓	✓	✓	✓	✓	✓
W.O. Haggard Jr. Library, Plano [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Shepherd PL [1988]			✓	✓			✓	✓
Vidor PL [?]			✓					✓

NAME OF LIBRARY	STAGES							
	1	2	3	4	5	6	7	8
Nicholas P. Sims Library, Waxahachie [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Whitehouse Community Library [1988]		✓	✓	✓	✓	✓	✓	✓
VERMONT								
Ilsley PL, Middlebury [1988]	✓	✓	✓	✓	✓	✓	✓	✓
VIRGINIA								
Arlington County PL [1991]			✓	✓	✓			
Central Rappahannock Regional Lib., Fredericksburg [?]	✓	✓		✓				
Central Rappahannock Regional Lib., Fredericksburg [1989]		✓						
Lancaster County PL, Kilmarnock [?]	✓	✓		✓	✓			
Russell County PL, Lebanon [1988]	✓							
Leesburg PL [1991]	✓	✓	✓	✓	✓			
Eastern Loudoun PL, Loundoun County [1991]	✓	✓	✓	✓	✓			
Lovettsville PL [1990]	✓	✓	✓	✓	✓	✓		
Middleburg PL [1990]	✓	✓	✓	✓	✓			
Purcellville PL [1991]	✓	✓	✓	✓	✓			
Gayton Library, Richmond [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Kempsville Area Lib., Virginia Beach [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Rappahannock County Lib., Washington [?]	✓							
WASHINGTON								
Bellevue Library [?]	✓		✓					
Lake Hills Library, Bellevue [1991]			✓	✓	✓			
Cheney Community Library [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Darrington Library [1989]		✓						
Des Moines Library [1988]			✓	✓				✓
Everett PL [1990]	✓	✓	✓	✓	✓			
South Everett Branch, Everett [1989]	✓	✓	✓	✓	✓			
Peninsula Branch Lib., Gig Harbor [1989]	✓	✓	✓	✓		✓		
Kent Library [1991]				✓	✓	✓		
Parkland Branch Library [1989]	✓	✓	✓	✓	✓			

NAME OF LIBRARY	STAGES							
	1	2	3	4	5	6	7	8
Processing & Administrative Center, Parkland [1990]	✓	✓	✓	✓	✓			
Douglass-Truth Library, Seattle [1988]	✓							
Fremont Library, Seattle [1988]	✓							
Green Lake Library, Seattle [1989]								✓
Queen Anne Library, Seattle [1989]								✓
South Hill Branch Library [1990]	✓	✓	✓	✓	✓			
North Spokane Library, Spokane [1989]	✓	✓	✓	✓	✓			
Buckley Branch Library, Tacoma [1990]	✓	✓	✓	✓	✓			
Eatonville Branch Library, Tacoma [1990]	✓	✓	✓	✓	✓			
Fern Hill Branch, Tacoma [1989]								✓
McCormick Branch, Tacoma [?]	✓							
Main/Carnegie, Tacoma [1990]								✓
Dr. Martin Luther King Jr. Branch, Tacoma [?]						✓		
Moore Branch, Tacoma [1988]								✓
Mottet Branch, Tacoma [1989]								✓
South Hill Branch, Tacoma [1988]	✓	✓	✓	✓	✓			
South Tacoma Branch, Tacoma [1988]	✓							
Swan Creek Branch, Tacoma [1988]								✓
Swasey Branch, Tacoma [1989]								✓
Tacoma PL [1989]						✓		
Woodinville Library [1991]	✓		✓					
WISCONSIN								
Matheson Memorial Lib., Elkhorn [1989]						✓		
Lakes County PL, Lakewood [1989]	✓	✓	✓	✓				
Lodi Woman's Club Free Library [1989]	✓	✓	✓	✓	✓			
Middleton PL [1990]	✓	✓	✓	✓	✓			
New Berlin PL [1989]	✓	✓	✓	✓	✓			
Oostburg PL [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Racine PL [1990]	✓	✓	✓	✓	✓			
WYOMING								
Johnson County Library, Buffalo [1989]	✓	✓	✓	✓	✓	✓	✓	✓

Academic Projects

NAME OF LIBRARY	STAGES							
	1	2	3	4	5	6	7	8
ALABAMA								
Jacksonville State University [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Huntingdon College, Montgomery [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Science/Engineering Lib., Univ. of Alabama, Tuscaloosa [1989]	✓	✓	✓	✓			✓	
ALASKA								
Univ. of Alaska-Southeast, Juneau [1989]	✓	✓	✓	✓	✓	✓	✓	✓
ARIZONA								
Northern Arizona University, Flagstaff [1990]	✓	✓	✓	✓	✓			
Arizona State University, Tempe [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Arizona State University, Tempe [1989]	✓	✓	✓	✓	✓	✓		
Architecture/Environmental Design Lib., Arizona State University, Tempe [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Music Lib., Arizona State University, Tempe [1990]	✓	✓	✓					
CALIFORNIA								
Science Lib., University of California, Irvine [1992]	✓	✓	✓	✓	✓			
Univ. of California–San Diego, La Jolla [1991]	✓	✓		✓	✓			
Naval Postgraduate School, Monterey [1991]	✓	✓	✓	✓	✓			
California State Univ., Northridge [1990]		✓	✓	✓	✓	✓		

NAME OF LIBRARY	STAGES							
	1	2	3	4	5	6	7	8
Mills College, Oakland [1989]	✓	✓	✓	✓		✓	✓	✓
California State Univ., Sacramento [1990]	✓	✓	✓	✓	✓	✓	✓	✓
Univ. of California, San Francisco [1990]								✓
Univ. of California, Santa Cruz [1990]	✓	✓	✓	✓	✓	✓		
Cal. State–Stanislaus, Turlock [1989]	✓	✓	✓	✓	✓	✓	✓	✓
CONNECTICUT								
W. Connecticut State Univ., Danbury [?]	✓			✓				
DISTRICT OF COLUMBIA								
The American University/ Washington College Law Lib. [1992]	✓				✓			
Georgetown University [1988]	✓	✓	✓	✓	✓	✓	✓	✓
FLORIDA								
Embry-Riddle Aeronautical Univ., Daytona Beach [1988]	✓	✓	✓	✓	✓	✓	✓	✓
GEORGIA								
Health Sciences Center Lib., Emory University, Atlanta [1990]	✓	✓	✓	✓	✓	✓	✓	✓
IDAHO								
Lewis Clark State Coll., Lewiston [1991]	✓	✓		✓	✓			
University of Idaho, Moscow [1988]	✓	✓	✓	✓	✓	✓	✓	✓

NAME OF LIBRARY	STAGES							
	1	2	3	4	5	6	7	8
ILLINOIS								
Saint Xavier College, Chicago [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Greenville College [1990]	✓	✓		✓	✓			
Augustana Coll., Rock Island [1990]	✓	✓	✓	✓	✓	✓	✓	✓
INDIANA								
Indiana Univ.–Purdue Univ. at Indianapolis [1991]		✓		✓	✓			
Indiana University at South Bend [1988]	✓	✓	✓	✓	✓	✓	✓	✓
IOWA								
Coe College, Cedar Rapids [1988]	✓	✓	✓	✓	✓	✓	✓	✓
KANSAS								
University of Kansas, Lawrence [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Wichita State University [1989]	✓	✓	✓	✓	✓	✓	✓	✓
KENTUCKY								
Lib. of Engineering/Physical Science/Technology, University of Louisville [1989]						✓		
MAINE								
Coll. of the Atlantic, Bar Harbor [1988]								✓
University of Maine, Machias [1989]	✓	✓	✓	✓		✓	✓	✓
Univ. of Southern Maine, Portland [?]	✓							
MARYLAND								
Univ. of Maryland, College Park [1989]	✓	✓	✓	✓		✓	✓	✓
Western Maryland Coll., Westminster [1991]					✓			
MASSACHUSETTS								
Northeastern University, Boston [1990]	✓	✓	✓	✓	✓	✓	✓	✓
Mass. Inst. of Technology, Cambridge [1990]	✓	✓	✓	✓	✓			
Lib. on the History of Women in America, Radcliffe College, Cambridge [1988]	✓	✓	✓	✓	✓	✓	✓	✓
MICHIGAN								
Wayne State University, Detroit [1992]				✓	✓			
Michigan State Univ., East Lansing [1992]	✓	✓	✓	✓	✓			
Western Michigan Univ., Kalamazoo [1990]	✓	✓	✓	✓	✓	✓	✓	✓
Oakland University, Rochester [1989]	✓	✓	✓	✓	✓	✓	✓	✓
MINNESOTA								
Univ. of Minnesota, Minneapolis [1995]	✓							
Univ. of Minnesota, Minneapolis [1990]		✓						
College of St. Thomas, St. Paul [1991]	✓	✓	✓	✓	✓			
MISSISSIPPI								
Millsaps College, Jackson [1990]		✓		✓	✓			
MISSOURI								
Park College, Kansas City [1988]	✓		✓					✓
Univ. of Missouri–Kansas City [1990]	✓		✓	✓	✓			
Kirksville Coll. of Osteopathic Medicine [1988]	✓	✓	✓	✓		✓	✓	✓
Northeast Missouri State Univ., Kirksville [1989]	✓	✓	✓	✓	✓	✓	✓	✓
University of Missouri, St. Louis [1989]			✓	✓	✓	✓	✓	✓
Missouri Western State Coll., St. Joseph [1989]	✓	✓	✓	✓	✓			
NEW MEXICO								
New Mexico Institute of Mining and Technology, Socorro [?]		✓						
NEW YORK								
University of Albany [1989]								✓
New York State Coll. of Ceramics at Alfred University [1992]		✓	✓	✓	✓			
State University of New York College at Fredonia [?]	✓	✓	✓	✓	✓			
Sch. of Hotel Administration Lib., Cornell University, Ithaca [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Cornell Univ. Law Lib., Ithaca [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Baruch College, New York [?]	✓	✓	✓	✓	✓			
Niagara University [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Hartwick College, Oneonta [1990]								✓
Rochester Institute of Technology [1991]				✓	✓			
U.S. Military Academy, West Point [1988]								✓
NORTH CAROLINA								
Univ. of North Carolina, Asheville [1990]							✓	
North Carolina State Univ., Raleigh [1989]	✓		✓	✓	✓	✓	✓	✓
OHIO								
Univ. of Akron School of Law [1989]	✓	✓	✓	✓	✓	✓	✓	✓
College of Applied Science, University of Cincinnati [1989]	✓	✓	✓	✓	✓	✓		
Geology/Physics Library, University of Cincinnati [1989]	✓	✓	✓		✓	✓	✓	
Ohio State College of Law Lib. [1992]	✓	✓	✓	✓	✓			
Shawnee State Univ., Portsmouth [1990]	✓	✓	✓	✓	✓			
OKLAHOMA								
Langston University [?]			✓	✓	✓			
University of Oklahoma, Norman [1989]	✓	✓	✓	✓	✓	✓	✓	✓
OREGON								
Architecture & Allied Arts Lib., University of Oregon, Eugene [1990]	✓	✓	✓	✓	✓			
Science Lib., Univ. of Oregon, Eugene [1990]	✓	✓	✓	✓	✓	✓	✓	✓
University of Oregon, Eugene [1991]	✓	✓		✓	✓			
Eastern Oregon State Coll., LaGrande [1989]	✓	✓	✓	✓	✓	✓	✓	✓
George Fox College, Newberg [1988]	✓	✓	✓	✓	✓	✓	✓	
Reed College, Portland [1989]	✓	✓	✓	✓	✓	✓	✓	✓
PENNSYLVANIA								
Muhlenberg College, Allentown [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Ursinus College, Collegeville [1989]	✓	✓	✓	✓	✓	✓	✓	✓
Elizabethtown College [1990]	✓	✓		✓	✓			
Behrend College Lib., Pennsylvania State Univ. at Erie [1991]				✓	✓			
Franklin & Marshall Coll., Lancaster [1990]	✓	✓	✓	✓	✓			
Pennsylvania State Univ. at Great Valley, Malvern [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Mansfield University [1991]				✓	✓			
Susquehanna University, Selinsgrove [1989]	✓		✓	✓	✓	✓	✓	✓
RHODE ISLAND								
University of Rhode Island, Kingston [1992]	✓	✓						
Salve Regina College, Newport [1989]	✓	✓	✓	✓	✓			
TENNESSEE								
Tennessee Tech. Univ., Cookeville [1989]	✓	✓	✓	✓	✓	✓	✓	✓
TEXAS								
Houston Baptist University [1989]	✓	✓	✓	✓	✓	✓	✓	✓
LeTourneau College, Longview [?]	✓							
VIRGINIA								
Randolph-Macon College, Ashland [1988]	✓	✓	✓	✓	✓	✓	✓	✓
University of Virginia, Charlottesville [?]	✓			✓	✓			
Mary Washington Coll., Fredericksburg [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Christopher Newport College, Newport News [1991]	✓	✓		✓	✓			
Norfolk State University [1992]	✓	✓	✓	✓	✓			
Virginia Wesleyan College, Norfolk [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Roanoke College, Salem [1990]	✓	✓		✓	✓	✓		
WASHINGTON								
Evergreen State College, Olympia [1988]	✓	✓	✓	✓	✓	✓	✓	✓
Washington State Univ., Pullman [1993–95]	✓			✓				
University of Washington, Seattle [1990]								✓
Gonzaga University, Spokane [1992]	✓	✓	✓					
Whitworth College, Spokane [1991]	✓	✓		✓	✓			
WEST VIRGINIA								
Bethany College [?]	✓							
WISCONSIN								
Gateway Technical College, Elkhorn [?]		✓		✓	✓			
Univ. of Wisconsin-Madison [1990]	✓	✓	✓	✓	✓	✓	✓	✓
Wisconsin Lutheran College, Milwaukee [1988]	✓	✓	✓	✓	✓	✓	✓	✓

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LIBRARY

Barbara Smith, an information analyst from Houston, thinks fees subvert the mission of public libraries. "A Strategic Approach to Online User Fees in Public Libraries," page 33. Photograph by Jim Caldwell

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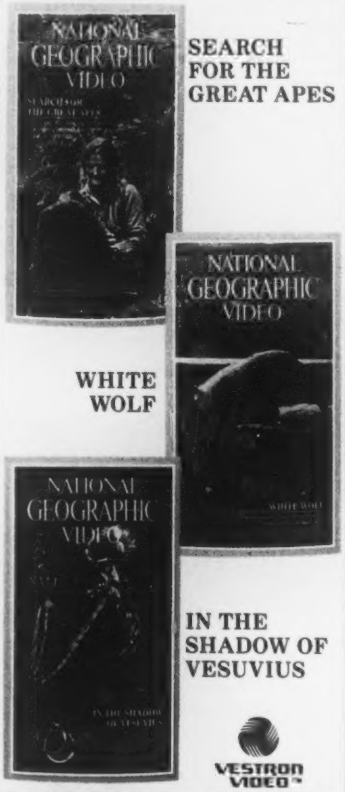
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The myth of quality difference between OCLC and RLIN cataloging exploded

Much Ado About Nothing: OCLC and RLIN Cataloging Quality

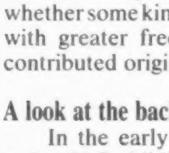
By Sheila S. Intner

IT IS A commonly held belief among catalogers that the quality of original cataloging in OCLC and RLIN differs markedly. One might be led to think that this is the inevitable result of the different paths each network has followed since its inception, OCLC in 1968 and RLIN in 1978. This article reports on a study performed during 1987 that tested this assumption and sought, also, to determine whether some kinds of errors occurred with greater frequency in member-contributed original cataloging.

A look at the background

In the early years of these two major U.S. bibliographic networks, Library of Congress machine-readable cataloging (LC MARC records) formed the nucleus and large majority of records of both databases. Although LC MARC records are not error-free, they were then and are today the highest standard of quality in the country, leaving the networks to assume that most of their cataloging was the best quality available.

Using MARC records as their authority, both databases required member libraries to follow LC practice. Network bibliographic input standards for original cataloging contributions mandated the use of standard cataloging rules and practices: *Anglo-American Cataloguing Rules*, 2d ed. (*AACR2*) and LC rule interpretations. Although classifications and subject descriptors are optional, LC assigns LC and Dewey Decimal class numbers as well as descriptors from *Library of Congress Subject Headings* (*LCSH*). Those, then, are the tools used by libraries that conform to what has become standard U.S. cataloging practice.



Sheila S. Intner is Associate Professor, Graduate School of Library and Information Science, Simmons College, Boston. The study on which this article is based was funded by a joint practioner-educator grant from the Council on Library Resources

Since those early years, the proportion of records in OCLC and RLIN contributed by member libraries has grown steadily, while the proportion of LC MARC records declined. In the last several years, the balance tipped the other way, with member-contributed cataloging comprising the majority (and still-increasing proportion) of records in both databases.

Alternative quality control

The two networks took different approaches to quality control. They had different objectives, pricing structures, cataloging needs and capabilities, and historic developments. At the risk of oversimplifying, it is not unfair to say that OCLC emphasized building its database, encouraging members to contribute new cataloging without applying strict controls on its accuracy and fullness, while RLIN assigned a high priority to cataloging quality, encouraging accuracy and fullness in records even if fewer of them were contributed as a result. Pricing structures reflected this difference, too: OCLC granted the same first-time-use reward to brief records as to full-level records, but RLIN varied its prices according to record quality.

OCLC has a large eclectic membership consisting of libraries of all sizes and types, motivated to participate by a desire for fast, inexpensive cataloging as well as for resource sharing. Some OCLC members joined the network expecting to shrink or eliminate cataloging staffs entirely if all their cataloging could be derived from the network.

RLIN had a small, homogeneous membership made up of research libraries for which the database was to be a major research tool. RLIN libraries, with some exceptions, tended to have huge collections and large cataloging departments. These were full of experienced specialists accustomed to producing full and accurate records for a high volume of research materials. Many of the RLIN libraries' acquisitions were unusual or unique, insuring an ongoing need for original cataloging.

In recent years, OCLC took a series of steps to clean up its database and monitor record quality, just as RLIN took steps to build its database. Yet the notion still remains that OCLC is big and dirty, while RLIN is small and clean.

Study methodology

A group of 215 matched pairs of catalog records contributed by member libraries to OCLC and RLIN were analyzed in the study. They were selected by searching RLIN for entries for books published in 1983 or later for which there was no LC record or other "authoritative" cataloging[1] and for which the member-contributed record was full-level cataloging.

RLIN was searched first by 12 subject disciplines in order to insure that a variety of materials were studied, not just, say, new fiction or scientific treatises. In fact, contemporary fiction was largely excluded since it is not usually retrievable by subject. Other deliberate exclusions were dissertations, microform copies of books, and editions other than the original. Dissertations require special cataloging, which might cause problems other than those under investigation. Microform and subsequent-edition cataloging is often based on data for the originals, making it difficult to evaluate the entries on their own merits.

The RLIN hits were searched in OCLC and matches with member-contributed, full-level, nonmicroform, nondissertation, non-subsequent-edition cataloging were accepted for the study.

Two kinds of quality were recognized: accuracy and fullness. Errors were counted for incorrect spelling, punctuation, capitalization, application of *AACR2* or associated LC rule interpretations, and MARC coding. Fullness differences were counted only as differences unless they contravened a rule or LC interpretation when they were counted instead as errors. Absence of classification numbers or subject headings were also considered errors. Fields in which errors occurred were noted so that problem areas could be identified more precisely.

Results

Simply put, careful analysis of the two sets of records revealed no statistically significant differences in accuracy or fullness between OCLC and RLIN cataloging. The total number of errors in each database differed only by seven: OCLC records contained 537 errors; RLIN records contained 530. The total of 1,067 errors in all records averaged almost two-and-one-half per record. Only 39 records were error-free, 22 from OCLC and 17 from RLIN.

Considering the large number of data elements and characters involved, these summary statistics do not explain that most errors would not hinder retrieval, since access points were generally correct, titles were transcribed correctly almost all the time, etc. Neither would errors necessarily invalidate the information in the records for all purposes depending on the type of error and the particular requirements of the user. They do highlight the inability of quality control measures undertaken by either network to prevent the large number of errors from occurring in these records, at least as of the time the study was done. (It is possible that they were corrected in records derived from them in either or both databases.)

Table 1
Occurrence of Errors

Error Type	OCLC # (%)	RLIN # (%)	Total # (%)
AACR2 & *LCRIs*	205 (19.2)	191 (17.9)	396 (37.1)
Punctuation	145 (13.6)	144 (13.5)	289 (27.1)
Tagging & fixed fields	97 (9.1)	81 (7.6)	178 (16.7)
Capitalizing	36 (3.4)	53 (5.0)	89 (8.4)
Spelling	36 (3.4)	50 (4.7)	86 (8.1)
Call numbers	10 (0.9)	5 (0.5)	15 (1.4)
Subjects	8 (0.7)	6 (0.5)	14 (1.2)
TOTAL ERRORS	**537 (50.3)**	**530 (49.7)**	**1,067 (100.0)**

The largest number of errors occurred in the proper application of *AACR2*, in accordance with LC practice. Following this in descending frequency of occurrence were errors in punctuation, MARC encoding, proper capitalization, spelling, call numbers, and subject headings (see Table 1). Information about the publication and/or distribution of the book conflicted with the rules most often.

Other trouble spots in descriptive cataloging included main and added entries, notes, titles, and series statements. There were 178 errors in the main and added entries, but only 55 of these affected retrieval—26 in OCLC records and 29 in RLIN records. All things considered, errors affecting retrieval constituted only a small proportion of all the errors counted (about five percent).

Examining the noninterpretive errors more closely, it is easy to see that punctuation errors outstripped other typographical problems, such as spelling or capitalization, occurring 264 times. In contrast, there were only 178 tagging, 89 capitalization, and 86 spelling errors. Speculating on the reason for the large number of punctuation errors, the research team wondered if some of the errors could be attributed to inputters, not catalogers.

Inputters might alter catalogers' punctuation to conform to the rules of ordinary citation style, thinking they were correcting mistakes; or the use of handwritten worksheets might be hard to decipher, leading inputters to substitute other marks of punctuation for those actually intended. Furthermore, the change in punctuation from pre-*AACR* style to current international standards (conforming to the dictates of International Standard Bibliographic Description) still might be poorly understood, despite more than a decade in use.

Inputters' errors might also account for other typographical errors, such as incorrect capitalization, spelling, and tagging. A legitimate argument that its cost outweighs its importance can be made against the practice of revising finished cataloging copy before uploading it to the networks. On the other hand, if revision by an experienced cataloger of the finished entries is no longer commonplace, there is always the possibility that studies such as this one attribute the errors to the wrong people—to the original catalogers, not the operators who actually key the data into the system. Another answer is that revisers examine the entries, but overlook the finer typographical details of records—a troubling notion, but still a possibility.

What does it all mean?

The commonly held belief that there are important differences in cataloging quality between OCLC and RLIN does not appear to hold up in light of the findings of this study. Bearing in mind that the differences (or their absence) between the two sets of entries could have occurred by chance, the facts are that virtually no differences were found between the 215 pairs of entries. Certain errors occurred with greater frequency in the cataloging analyzed in the study, particularly those involving the application of descriptive cataloging rules according to LC practice—currently the national standard for both bibliographic networks—as well as errors in punctuation and MARC encoding.

Most of the records in this small representation contained errors of some kind. This fact implies it would be difficult, if not impossible, for student or neophyte catalogers in libraries to learn accurate, high-quality cataloging by emulating them. In this set

Table 2
Cataloging Errors: Errors in *AACR2* Rules and *LCRI* Interpretations

Descriptive Area	OCLC # (%)	RLIN # (%)	Total # (%)
Title	24 (6.1)	21 (5.3)	45 (11.4)
Edition	1 (0.3)	2 (0.5)	3 (0.8)
Publication data	64 (16.2)	52 (13.1)	116 (29.3)
Physical data	12 (3.0)	13 (3.3)	25 (6.3)
Series	18 (4.5)	22 (5.5)	40 (10.0)
Notes	35 (8.8)	41 (10.4)	76 (19.2)
ISBN	0 (0.0)	0 (0.0)	0 (0.0)
Main & added entries*	51 (12.9)	40 (10.1)	91 (23.0)
TOTAL ERRORS	205 (51.8)	191 (48.2)	396 (100.0)

* Includes *LCRI* errors in name headings used as subject headings

of records, however, only a small percentage of errors affected retrieval, echoing earlier research by Taylor and Simpson on LC cataloging beginning as cataloging-in-publication.[2] If these findings for 430 records hold generally throughout the database, then searchers are in less danger of failing to find desired entries than might be supposed from the large number of errors overall.

Cataloging teachers, both those who give formal courses in library school programs and those who conduct workshops, institutes, and in-service training, might take into account in designing their courses that a number of important elements in original cataloging seem to be confusing or poorly understood. Chief among these are:

- application of the LC's *AACR2* rule interpretations;
- the choice of publication dates and publishers names from the information given in books;
- proper order of notes;
- punctuation rules; and
- coding of the 008 field (i.e., in OCLC and RLIN the fixed fields).

More data, more info

In a separate survey of 50 catalogers and cataloging educators reported earlier in 1988,[3] the author found the majority of those answering believed that LC rule interpretations and details of the MARC formats should not be taught in the first basic cataloging course. If this information is reserved for advanced courses, a good many students will receive their degrees without ever encountering it. Then what?

Consider this scenario:

A newly graduated librarian, searching for several months for a job "helping people," finds the only available position offered is in a catalog department. S/he needs a job, so accepts the offer and goes off to work. The cataloging department is staffed primarily by paraprofessionals, who are expert at editing cataloging done by LC, which can be found for about 40 percent of the materials purchased by the library. Another 50 percent of the materials have online entries that don't originate at LC. These entries and the ten percent for which original entries must be done are the responsibility of the professional staff, including our new librarian.

The department head spends about half of the new librarian's first day introducing her/him to the rest of the staff and touring the library with special stops at the OCLC terminals, the catalogers reference shelf, the shelflist, public catalog, staff lounge, and restrooms. Lunch at the cafeteria follows. The cataloging routines—workflow procedures and local practices followed only in this library—are explained. Staff committees are described and the newcomer is told s/he is expected to serve on at least one of them during this first year.

The new librarian is assigned a desk (sometimes temporary, because the department is moving, being reorganized, or the position has been vacant so long that others moved in to occupy the space), a couple of shelves on the original cataloging stacks, and a group of paraprofessionals whose works s/he will revise. At this point, another hour or two may be spent in the personnel office, signing forms registering for the library's health plan and retirement funds. The balance of the first day may be spent sitting with a veteran cataloger, if there is one, learning workflow procedures in greater detail.

The next morning, our new librarian is on her/his own. Since production is off because of the short staffing of the immediate past and the day devoted to indoctrinating the newcomer, the department head tries to make up for it by telling the newcomer to work mostly on editing existing copy. Learning the local ropes of assigning call numbers goes slowly at first. Pressure builds in the first weeks to increase output.

Work piles up on the newcomer's shelves, and, by the time s/he begins original cataloging, familiarity with existing online entries bolsters her/his confidence to plunge ahead and get the stuff done. The fledgling cataloger doesn't realize that a precedent for almost any error likely to be committed can be found online or that a great deal of the descriptive cataloging in the network and the public catalog is pre-*AACR2*. The punctuation of the entries looks funny, although the newcomer remembers hearing something about it in library school. And so it goes.

Think this is far-fetched? It is exactly as described by more than one of the author's former students. It could account for the fact that even experienced catalogers appear to be unaware of the proper application of some of the cataloging rules, LC rule interpretations, and encoding conventions when they are encountered during workshops or institutes.

A fair conclusion is that the myth of difference between OCLC and RLIN might well be just that—a myth without basis in fact.

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1. *Authoritative cataloging* is defined as national-level cataloging done at the Library of Congress, National Library of Medicine, National Agricultural Library, Government Printing Office, or the national libraries of Canada and Great Britain. The authority of this cataloging lies in the fact that it is the standard adopted by both networks for bibliographic input by their members.
2. Taylor, Arlene G. & Charles W. Simpson, "Accuracy of LC Copy: A Comparison Between Copy That Began as CIP and Other LC Cataloging," *Library Resources & Technical Services*, Oct./Dec. 1986, p. 375-387. Their study determined that between 20 percent and 28 percent of the errors found affected retrieval—a much larger percentage than found here. However, the five percent figure used here relates solely to descriptive cataloging headings and does not address problems in subjects or other retrieval points.
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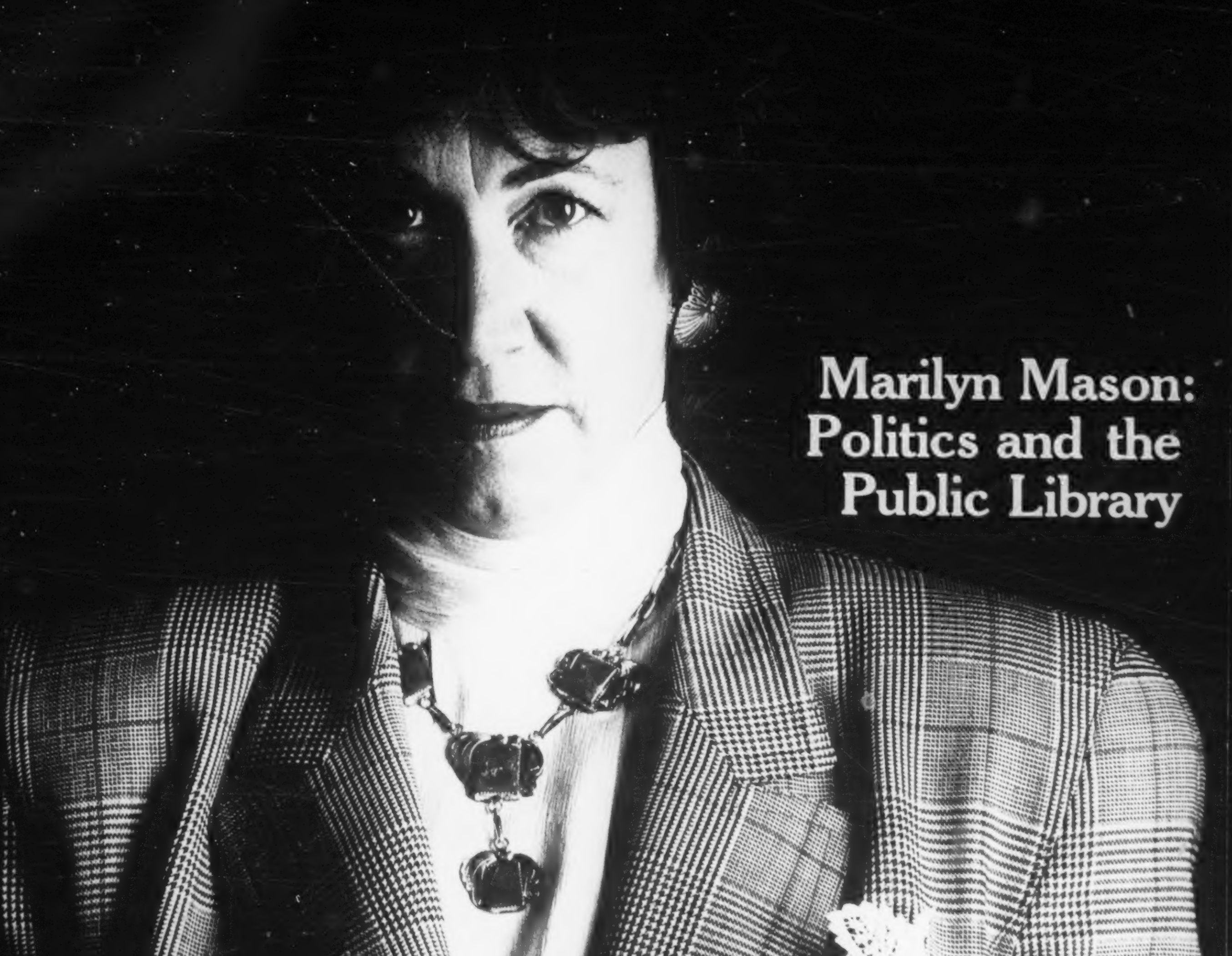

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Marilyn Mason
Politics and the Public Library

Cleveland's Marilyn Mason offers advice on being politic about politics. See "Politics and the Public Library: A Management Guide," page 27. Photograph by Don Snyder

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"I write fiction not because reality bores me, but because reality bowls me over and fills me with visions"

First Novelists

155 New Novels for Spring & Summer

By Ann Burns and Nora Rawlinson

WHEN LOOKING AT first novelists, the temptation to wonder, or to predict, which of them will endure and become major forces in literature is overwhelming. Since hindsight is most accurate, we looked back 25 years ago to *LJ*'s two 1964 first novelist features. Included were Richard Brautigan (*A Confederate General from Big Sur*), C.B.D. Bryan (*P.S. Wilkinson*), Ernest Gaines (*Catherine Carmier*), Bel Kaufman (*Up the Down Staircase*), Joyce Carol Oates (*With Shuddering Fall*), Herbert Selby Jr. (*Last Exit to Brooklyn*), and Anne Tyler (*If Morning Ever Comes*).

The authors' statements did not necessarily help readers identify rising stars. Anne Tyler said that her book took six months to write, was created out of thin air, and was written in the evenings and on weekends. Brautigan, in a proto-minimalist statement said, "[*A Confederate General from Big Sur*] is about a Confederate general from Big Sur. If a person has any interest in things like that [he should] read it if [he] wants to." (Bracketed material from our original publication.)

This season, we asked the authors to explain why they chose to write a novel rather than biography or nonfiction. When we posed the question, we didn't realize that it would be particularly meaningful in relation to Susan Brownmiller's *Waverly Place*. The book is based on the true story of Joel Steinberg, recently convicted of the death of his "adopted" daughter. It is noteworthy that the author found the best way to handle the awful truth was through fiction, which may indeed allow for a deeper truth than reality.

Susan Brownmiller
Waverly Place
A child was murdered and a woman was battered in my neighborhood of Greenwich Village. All my previous books were nonfiction. My background was in journalism, not literature. Yet three days after the case broke, I began to imagine this novel. I wrote in a white heat; I was driven—compelled—to tell the story.

JILL KREMENTZ
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Clockwise from top left: Susan Brownmiller, Carol Muske-Dukes, Carey Cameron, Bryce Courtenay, and Cherry Muhanji

---

Ann Burns is Staff Editor, and Nora Rawlinson is Editor, The Book Review, *LJ*

Two quotations circled around in my head. One was from Auden's "September 1, 1939": "Find what occurred at Linz, what huge imago made a psychopathic god." The other was a Biblical quote that Freud was fond of: "Tell it not in Gath, publish it not in the streets of Ashkelon, lest the daughters of the Philistines rejoice, lest the daughters of the uncircumcised triumph."

I believe I did find what made a psychopathic god. And there was no other way to do it but through fiction.

Phyllis Burke
Atomic Candy
The novel is a pact of imagination between the author and the reader. The novelist says, these things I am going to tell you are spiritually and emotionally true, but never happened in the real world. The reader is invited into the story world to transform and play with the author's imagination. The reader's imagination then becomes more important than the author's because the reader must visualize the author's visualizations! This communion of imaginary capacities is unique to the novel.

Carey Cameron
Daddy Boy
All I knew was that I had a sprung rhythm in me that had to come out, that was too undisciplined for anything but the loose confines of what I called a "novel," but was actually far from being a novel. The structure came later. So I guess you could say the novel was backed into, like a station wagon into a messy garage. Some stuff was loaded into it painfully and it rumbled off. That is not the way anyone would recommend writing a novel, but I tie my shoes in a weird way, too.

ROBERT ROBEY

DIANE KUPINSKI

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Clockwise from top left: Dana Andrew Jennings, Pat Emmerson, Carmen de Monteflores, and Medora Sale

Susan R. Cooper
The Man in the Green Chevy
Why fiction? There's always the easy answer: biographies and nonfiction take research, expertise, or knowledge that others may find interesting. Fiction requires only desire, imagination, and dedication. Some say writing is only rearranging the dictionary, but that rearrangement itself can conjure up new worlds, characters, and events that have never been dreamed of before. Where would the world be without the dreams of Huxley, Steinbeck, and Salinger? How would we begin to understand these dreams without Dr. Seuss, the Bobbsey Twins, and Nancy Drew?

Bryce Courtenay
The Power of One
My grandfather once told me that a proper adventure book needs to contain two essential elements: a bellyful of laughs and a bucketful of tears . . . . I chose to write this book as a novel because fantasy is the universal truth, and a story should be as big as the reader's imagination and always bigger, much bigger, than its writer. The biography is constrained by modesty and the facts; memoirs are self-indulgent; how-to books are seldom funny and appeal too often to the clumsy and inept. So, I wrote *The Power of One*, my grandfather's "belly and bucket" book. I hope to hell, looking down or up at me, he approves.

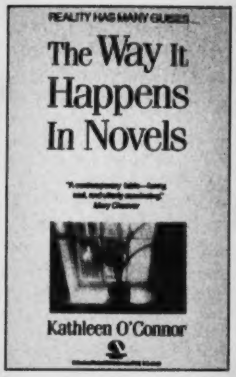
Carmen de Monteflores
Singing Softly/Cantando Bajito
My novel started as a collection of stories about my grandmother. I had recorded some of her memories of her life. The tape was misplaced for many years so I began writing stories out of the images that the tale of her life had left in me. When the tape reappeared I realized I had taken my grandmother into another world and now I had to choose between a landscape of facts and a landscape of fiction. The content of the novel reflects that struggle: a game of hide-and-go-seek with "reality." Ultimately, I chose to write fiction because facts are static and, in that sense, falsify life. For me, fiction is the freedom to interpret, and what is real in art is what is alive.

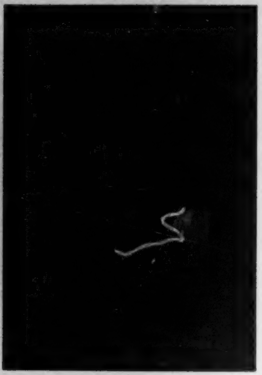
Pat Emmerson
Raging Mother Mountain
I started out to tell an essentially true story about how a few small-town folks, driven by ignorance, fear, and the simple urge to bully, tried to destroy a tiny lesbian community that had done them no harm. I had fictionalized the story just enough to protect the real people and places. But it turned out awful—too outlandish to

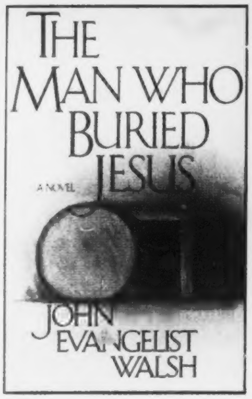
SPRING & SUMMER LINE-UP
44 Publishers/155 Novels

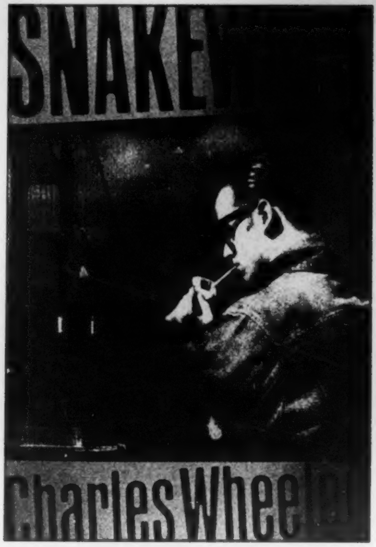
St. Martin's	36
Viking	12
Atlantic Monthly	6
Putnam	6
Dutton	5
Grove	5
Knopf	5
Morrow	5
Naiad Pr.	5
Random	5
Crown	4
Harper	4
NAL Bks.	4
Pocket Bks.	4
S. & S.	4
Ashley Bks.	3
Atheneum	3
Holt	3
McGraw	3
Alyson Pubns.	2
Delacorte	2
Houghton	2
Mercury House	2
Scribner	2
Seal Pr.	2
Spinsters/Aunt Lute	2
Lyle Stuart	2
Algonquin Bks	1
Ballantine	1
Bantam	1
Carroll & Graf	1
Doubleday	1
Donald I. Fine	1
Little	1
Louisiana State Univ. Pr.	1
Macmillan	1
Mazda Pubs.	1
Norton	1
Pineapple Pr.	1
Poseidon Pr.	1
Summit Bks.	1
Thunder's Mouth Pr.	1
Ticknor & Fields	1
Warner	1

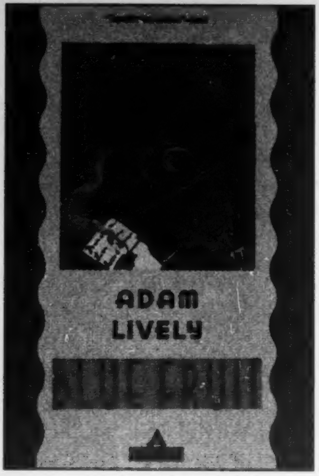
THE MEN'S ROOM











be believable. The real situation was too unfair, the real town folks too cruel, and the real outcome too hopeless. So I rewrote the story as fiction, and I discovered how seductive it is to be in control of what happens. By writing fiction, I could make a funnier, gentler, fairer world, and I could leave it with more hope.

Sophie Freeman
From Everlasting to Everlasting
All writing is the creative sharing of an author's intellect, emotions, and experience. Fiction has the added touch of magic, transforming the child's inexplicable ability to make-believe into the adult's ability to put it into words. Every writer wants to write; the fiction writer must write, for the characters create a story and the story grows until, like a steam kettle, it just bubbles over. Only then is the author fulfilled. Writing is somewhat like creating a Christmas tree and decorating it with festive trinkets for the viewer to share. Fiction writing adds the extra dimension of putting lights on that tree—and turning on the switch.

Sue Gambill
Heartscape
I grew up with little or no exposure to literature written by women, gays, or people from various class, ethnic, and racial groups. As a lesbian from a working-class family I know the effect this silence had on my life and my work. In my own contemporary novel about women's relationships I need to assure that I do not perpetuate forms of erasure and silence. Writing fiction allows me exploration of the wide spectrum of people's experience, while it also calls me to question my assumptions and shakes me out of narrow perspectives.

Allan Gurganus
Oldest Living Confederate Widow Tells All
This 800-page novel took me six invigorating years to write. What I learned is funny and terrifying. I wanted the whole tale to emerge from one ancient woman's four-toothed mouth. By honoring one person's limits, joys, trials, I found a whole national struggle waiting, alive and complex, grieving to be told. This novel concerns history and how people find ways—desperate and witty—to survive history half-intact. My research started in the library and ended in the heart.

Melodie Johnson Howe
The Mother Shadow
I'm fascinated by family secrets. Secrets take on a life of their own eventually dominating and destroying those who keep them. Ironically, the secret is kept in order to protect the very structure it breaks down—the family. My fascination with secrets leads me to a fascination with façades. Upholding the proper image is as important as keeping the secret. The murder mystery is the perfect genre to explore this dangerous balancing act. The detective must discover the truth. The characters must protect against the discovery. Focusing on the family has allowed me to take murder out of the alley and put it back into the drawing room where it belongs. I write fiction because there are no limits except for the boundaries of my own imagination.

Dana Andrew Jennings
Mosquito Games
Summers, when I was a kid growing up in rural New Hampshire, my rela-

tives would come by as dusk deepened and we'd all sit out on the porch, sopping up the evening cool. Scratchy 45s were played—Elvis, Fats Domino, Hank Williams—and the grown-ups swapped stories. My Dad was the best storyteller: "Remember the time I ran over Uncle Bill's corn in that stove-up Dodge?" he'd say. "Remember when me and Eddie shot that skunk?" When I decided to write a book, I ditched a memoir because the facts kept getting in the way of the emotional truths I sought. I recalled Dad's porch stories, and realized that the made-up details—his fictions—had made me lean closer to listen; and I knew then that I had a novel to write.

Karin Kallmaker

In Every Port

This will seem naïve, but I chose fiction because I thought it was safe—because it felt safe to have only to write from within my perceptions as a lesbian. Of course now I see how dangerous fiction truly is. My novel of romance and passion is going to be read by other women who have their own unique perceptions. If my story or characters are invalid in their eyes, then I am invalid as well. So much for safety. But if my book touches the women who read it, then we validate each other, and a powerful, enriching exchange will take place. I chose fiction as the means to facilitate that exchange.

Jeanne Larsen

Silk Road

Why fiction? Because that's all we have. The town I live in is a little different from my neighbors'. If I sit down and talk to you, the story you'll tell yourself about what I meant and why I meant to say it won't be the same as the one that I invent.

Beth Lordan

August Heat

Stories are odd: events that didn't happen in the lives of people who don't exist. But the truth is at once so mysterious and so ordinary that we can catch it only on just such an odd slant. If I could have explained the truth I half apprehended in writing *August Heat*, I could have written an essay instead. But there is alchemy of character, event, and language that creates or discovers a truth larger than ideas, a kind of truth that only the whole story can embody, a kind of truth that even the author doesn't grasp until the whole story is there, word after word. I write fiction to participate in that magic, to know, deeply and simply, that living matters, mystery exists, and truth endures.

Gordon McAlpine

Joy in Mudville

A novelist combines diverse literary elements (as carrots, potatoes, and tomatoes are tossed into a steamy stew) to arrive at a unified, tasty whole. The novel offers the narrative overdrive of journalism, the graceful ideas of the essay, the scope of biography, and the metaphorical worlds of poetry.

Catherine MacCoun

The Age of Miracles

I became attracted to fiction while I was working as a group therapist in a mental hospital. I remember reading patients' charts and thinking that no patient would have recognized herself in what was written there. These people were not patients in their own minds—they were protagonists. That's a more respectful way of looking at people, I think. Now I'm always seeing people—even people I encounter quite casually—as protagonists in their own stories. A really good novel can make you empathize with someone you wouldn't even like in real life. That leap of empathy is more profound than anything I've ever gotten out of psychology or philosophy or theology. It's not only profound, it's tremendous fun. Lots more fun than hospital charts.

Maud C. Markson

When We Get Home

Unlike biographies or histories, fiction has no reality to hide behind. Novelists must make you believe in their stories, despite the fact that you, the reader, are told outright that the story is not true. Fiction is demanding that way—I must make my created world more believable than all the stories you might read about in the newspaper. But it is also liberating for I am limited only by my own imagination.

Cherry Muhanji

Her

Certainly, fiction allows the writer to "right" their world. As a black woman in a racist, misogynist culture where the Powers that be would have and keep me powerless, I can and do subvert their definitions of the me as "other." In my world black culture steams and black women sting. It is not a question of re-covery, or re-invention, or re-remembering, but rather a world that flies off my pen (computer)—vital, alive, and intended to get and hold your attention. No other form allows me the luxury of that kind of prolonged vitality.

Carol Muske-Dukes

Dear Digby

As a poet, I feel like a hiker who's switched to horseback. Not because a novel has different speed, but different direction: a storyline urges you forward in a way poetry doesn't; poems literally make language stand still. I wrote this novel to rid myself of a voice I'd been hearing in my head for years—the irreverent, committedly inelegant voice of a woman who works as a letters editor at a feminist magazine. This voice entered my head way back when I read some authentic "crazy" letters written to a magazine. These letters were considered unpublishable, certainly unanswerable; but I kept imagining *answering* them. I think of the desire to write fiction as an urgent communication from my "mad" side; for me, the choice of an epistolatory style was an act of literary self-defense.

Kathleen O'Connor

The Way It Happens in Novels

My grandmother never liked to waste anything. She used to make rag rugs from our cast-off dresses, winding the bits of material together, and giving them a new life. I write fiction because I don't like to waste anything either. I reuse experiences but not in the strict chronology of a biography. I can take something that happened yesterday, wind it up with a 30-year-old event and find a significance that was never apparent before.

Roz Perry

Rose Penski

I believe authors write about that which they know best. My field of expertise lies not in explaining the real, but in creating the real out of make-believe. Fiction is a lovely combination of truth and fantasy, a mode wherein one can describe a place with no existence so that it lives for the reader. An expression on the face of a stranger, or the deathly dark of a moonless night can be nurtured into a world of its own, a world where I, as author, know not only the content of pockets as well. I write fiction not because reality bores me, but because reality bowls me over and fills me with visions.

Medora Sale

Murder in Focus

I have spent most of my life being educated. When I emerged from graduate school, I had a nervous, castaway feeling; I finally identified that as lack of a writing project. Fiction was the only form of writing that did not taste of term papers, dissertations, and examination halls. Articles, scholarly books, and various forms of nonfiction seemed more of the drudgery I had just escaped from. After some experimentation I chose murder mysteries—a form I had been addicted to since I was a child hanging around the courthouse watching my father at work. Strangely enough, now I can bury myself in the library researching in the forensic section for hours and it doesn't seem to be work at all.

Virgil Suarez
Latin Jazz
The writer of serious, mainstream fiction hears voices, especially at night during sleepless hours. I did while writing *Latin Jazz*. Sometimes the voices came like the wind—softly, hardly audible; yet at other times there were curses sounding in my ears . . . . Everyday you sit at the typewriter and summon the voices that spoke the night before, voices that you must heed, and you write down what they tell you, and, in the end when the book is finished, you hope that they leave you alone for ever!

Susan Sussman
The Dieter
When the idea for *The Dieter* came along, it clearly wanted to be written as a novel. The seed . . . was planted when I quit my two-pack-a-day cigarette habit. The experience became a newspaper piece explaining the hard-core smoker to the nonsmoker. I was, at that same time, interviewing women alcoholics for an article. Unable to chain smoke, I began eating. I became fascinated by addictive patterns. Why do we hurt ourselves the way we do? I felt the longer form of a novel would give me time to hold dependency up to the light and examine it a bit.

Amy Tan
The Joy Luck Club
What I've come to discover is that literary fiction is the most honest truth I can write. If I'm lucky, it's as if I'm listening to a familiar voice—not my own—but some unknown blend of memory, imagination, and emotion. The voice gives rise to the language, the images, the feelings, and, ultimately, the story. In the case of *The Joy Luck Club*, it was the voices of four Chinese mothers and four American-born daughters. I had no idea what they would tell me, but they all clamored to be heard. I wrote down what I heard, sentence by sentence, not knowing where it would lead. When I arrived at the end, I felt a shocking recognition and unexpected joy all at once, the truth found in writing fiction.

Peter Turchi
The Girls Next Door
I write fiction because, deep in my heart (and I've never admitted this before), I'm a liar. Given the opportunity, I improve on reality. When reality puts up a fight, I ignore it. So writing fiction is my way of turning a serious character flaw to profit. But at the same time, paradoxical as it may seem, I believe fiction often presents truth better than nonfiction. In fiction, particularly nongeneric fiction, we can see a logic linking characters' thoughts and actions, perverse as that logic may be, and we can see an order in the world that is, for all sorts of reasons, valuable to see.

Contributing Factors: *Thomas McCormack, St. Martin's Press*

By Michelle Lodge, *LJ* Book Review

Thomas McCormack's slogan may be, "Just say yes."

"Yes" to J.R. Levitt. "Yes" to Valalmai Howe. And a big "Yes" to Wilton Barnhardt.

Editors at St. Martin's Press have said "yes" so many times leading up to the spring and summer season that 36 new novelists will see their works published. In the process, the house has surpassed even its own industry record of publishing first-time fiction authors. (According to *LJ*'s statistics, p. 42, Viking ranks a distant second with 12, followed by Atlantic Monthly and Putnam with six each.)

Business in the affirmative, so to speak, is good news for the novelists certainly, but also for the editors and the house, according to McCormack, the salty chairman and editorial director of the 37-year-old St. Martin's.

"If you can say 'yes' to editors, they are happier and their productivity increases," explains McCormack during a recent telephone interview from London with *LJ*.

The American publisher was in Britain on one of his biannual scouting trips, but took a break from reading manuscripts about 11 p.m. London time to call *LJ* in New York. During his three-week trip, McCormack also had been meeting with agents, publishers, and writers.

It was on earlier trips to Britain that McCormack found James Herriott and Rosamunde Pilcher. As a result, St. Martin's became their first American publisher. This season he's banking on Barnhardt, who, although an American, was another London find.

So taken was McCormack with Barnhardt's *Emma Who Saved My Life*—he likens it to the works of Jay McInerney or Bret Easton Ellis—that the novel will enjoy a 100,000-copy printing in June. This is a rare occurrence from a writer with no track record, particularly since a typical copy run on a first novel is 5000.

Naturally, St. Martin's is hoping for a blockbuster. Although unusual, it's not out of the question. First novelist McInerney did just that with his first work; *Bright Lights, Big City* (*LJ* 10/1/84) sold 368,000 copies in the trade edition, then another 258,000 once reissued as a mass market tie-in in conjunction with the feature-length movie starring Michael J. Fox.

ALEX GOTFRYD

Best sellers notwithstanding, McCormack contends that the house is committed to smaller audience books: those that sell under 5000 copies. Such low-volume books seldom make it into chain bookstores, but often find a home in libraries. McCormack estimates that libraries buy between 75 and 80 percent of these books. "A lot of promotion dollars on the smaller books go to libraries," he says.

"We don't need each novel published to sell 10,000 copies or more to make a contribution. The truth is you don't even have to sell 5000 copies to make a contribution," says McCormack, who began at the house 20 years ago as director of the trade division.

"By contribution, I mean that the total revenues exceed the total disbursements—for the cost of manufacturing, royalties to the author, and selling expenses."

McCormack's more-is-better stance has met with critics in the industry, who say that publishing too many books has diminishing returns; if two novels are published instead of one, one is going to suffer, goes the popular wisdom. "Our experience is the more novels, the more copies per title we have sold," he says.

This year, the privately held St. Martin's, which is owned by Macmillan of London, will publish 1200 titles, 450 of which are trade; the figure includes books also from its mass market, scholarly/reference, and college divisions. Of the total, 225 are fiction titles. Dollar billings for the company, reports McCormack, are $150 million; in 1970, when St. Martin's published 42 trade books altogether including five fiction books, the billings were $2.5 million.

Lest St. Martin's numbers fall, even McCormack has gotten into the act this year. His nonfiction *The Fiction Editor, the Novel, and the Novelist* (*LJ* 3/1/89) is an instructive book for anyone working in or interested in fiction.

In this case, St. Martin's has again exercised its liberal editorial policy. Thomas McCormack just said "yes."

THE MEMORIAL
JAMES AMOS
SUSAN BROWNMILLER
WAVERLY PLACE
SAME BLOOD
of iving
a novel
christopher
SOPHIA HEALY
LONE STARS
JEANNE LARSEN

Paul W. Valentine
Crime Scene at "O" Street
I chose fiction because it did not confine me to the strait jacket of journalism. Fiction allows one to invent facts. That's the easy and enjoyable part. The tough (but equally enjoyable) part is making the invented facts authentic. That comes with research and an ear for dialogue. Fiction is a conscientious dabbler's paradise.

Michael Ventura
Night Time Losing Time
A rockabilly singer in *Night Time Losing Time* says, "What *happens* isn't the truth just 'cause it happens. Facts sometimes aren't honest. Facts are like playing only the white keys." He means that there are so many levels to any given fact or event, that merely describing the surface isn't enough. That's why I wrote a novel instead of a biography, memoir, or how-to book. The Texas and Louisiana musicians who people my story live way over the line, past the limits of what most people accept as everyday reality. Changing the very definition of "reality" seems to me one of the few things worth a writer's time. A good novel exists in a boundless realm, making itself up as it goes along and, if it's good enough, re-making the world.

Susan J. Wolfe
The Last Billable Hour
I write fiction because I like the scope. Unlike what often happens in real life, I can keep two people talking until they communicate something. I can drop a character into many different situations, knowing that each time her reactions will reveal and possibly change some facet of her personality. The most satisfying aspect of writing for me is definitely imagining the various scenes. I also like the focus. In biography or memoirs many diverse themes are explored. In fiction I can come at one theme again and again from different angles.

Kate Woodworth
Racing into the Dark
The distance fiction creates—and the control it allows—enables me to take a situation, add a "what if," and follow the conflict through to its resolution. I hope readers of *Racing into the Dark* will experience a similiar feeling—allowing themselves to be drawn into a compelling situation that may have been, in a nonfiction format, too threatening or too obscure, and finding, in the novel's resolution, a new understanding of their own relationships.

The

Listed below are all the first novels reported to *LJ* that are currently scheduled for publication between February 1 and August 31, 1989. The dates following the publication information refer to recently published *LJ* book reviews.

GENERAL FICTION

Richard Adicks, **A Court for Owls** *(Pineapple Pr.—May)*
James Amos, **The Memorial** *(Crown—March)*
Janet Appleton, **That Summer** *(Viking—March)* [*LJ* 2/15]
Ronald Argo, **Year of the Monkey** *(S. & S.—July)*
David Attoe, **Lion at the Door** *(Little—April)* [*LJ* 3/1]
Wilton Barnhardt, **Emma Who Saved My Life** *(St. Martin's—June)*
Brian Behan, **Kathleen** *(St. Martin's—February)* [*LJ* 2/15]
Brian F. Berkey, **The Keys to Tulsa** *(Atlantic Monthly Pr.—June)*
Mermer Blakeslee, **Same Blood** *(Houghton—February)* [*LJ* 1/89]
Naomi Bliven, **On Her Own** *(Grove—June)*
Virginia Budd, **Running to Paradise** *(St. Martin's—March)*
Phyllis Burke, **Atomic Candy** *(Atlantic Monthly Pr.—April)*
Carey Cameron, **Daddy Boy** *(Algonquin Bks.—April)*
Neil Caudle, **Voices from Home** *(Putnam—August)*
Jimmy Chesire, **Home Boy** *(NAL Bks.—July)*
Sadeq Chubak, **The Patient Stone** *(Mazda Pubs.—June)*
Aeron Clement, **The Cold Moons** *(Delacorte—April)* [*LJ* 3/15]
Dennis Cooper, **Closer** *(Grove—April)*
Steven Corbin, **No Easy Place To Be** *(S. & S.—February)* [*LJ* 1/89]
J.R. Creech, **Music and Crime** *(Putnam—March)*
Tessa Dahl, **Working for Love** *(Delacorte—February)* [*LJ* 3/15]
Tsitsi Dangarembga, **Nervous Conditions** *(Seal Pr.—March)*
Albert B. Davis, **Leechtime** *(Louisiana State Univ. Pr.—May)*
Carmen de Monteflores, **Singing Softly/Cantando Bajito** *(Spinsters/Aunt Lute—May)*
Anna Dillon, **Seasons** *(St. Martin's—May)*
Nisa Donnelly, **The Bar Stories** *(St. Martin's—April)* [*LJ* 3/15]
Michael Drinkard, **Green Bananas** *(Knopf—April)*
Vincent Eaton, **Self-Portrait of Someone Else** *(Viking—August)*
Lucy Ellmann, **Sweet Desserts** *(Viking—June)*
Pat Emmerson, **Raging Mother Mountain** *(Naiad Pr.—March)*

First Novels

Michael Ennis, **Byzantium** *(Atlantic Monthly Pr.—July)*

Lilian R. Finlay, **Always in My Mind** *(St. Martin's—February)* [*LJ* 1/89]

Ernest J. Finney, **Winterchill** *(Morrow—February)* [*LJ* 2/15]

Suzanne H. Free, **The Blue Nature** *(St. Martin's—April)* [*LJ* 3/15]

Sophie Freeman, **From Everlasting to Everlasting** *(Ashley Bks.—March)*

Eric Gabriel, **Waterboys** *(Mercury House—June)*

Jack Galloway, **The Toothache Tree** *(St. Martin's—May)*

Sue Gambill, **Heartscape** *(Naiad Pr.—June)*

Sue Gee, **Spring Will Be Ours** *(St. Martin's—May)*

Allan Gurganus, **Oldest Living Confederate Widow Tells All** *(Knopf—May)*

Sophia Healy, **Lone Stars** *(Atlantic Monthly Pr.—April)*

Nancy Hertzberg, **Frontier Inventory** *(S. & S.—August)*

Harriet Heyman, **Between Two Rains** *(Atheneum—May)*

Valalmai Howe, **Dreams of Zoo Animals** *(St. Martin's—May)*

M.S. Hunter, **The Buccaneer** *(Alyson Pubns.—May)*

Gary Indiana, **Horse Crazy** *(Grove—May)*

Dana Andrew Jennings, **Mosquito Games** *(Ticknor & Fields—February)*

Merle Jones, **Woman's Estate** *(St. Martin's—June)*

Cynthia Kadohata, **The Floating World** *(Viking—July)*

Karin Kallmaker, **In Every Port** *(Naiad Pr.—March)*

Janice Kaplan, **A Morning Affair** *(NAL Bks.—May)*

Karen Karbo, **Trespassers Welcome Here** *(Putnam—April)*

Randall Kenan, **A Visitation of Spirits** *(Grove—July)*

Maxine Hong Kingston, **Tripmaster Monkey** *(Knopf—April)*

Sheila Kohler, **The Perfect Place** *(Knopf—March)* [*LJ* 3/1]

Sydney Lea, **A Place in Mind** *(Scribner—June)*

Janet LeCompte, **Moon Passage** *(Harper—June)*

Molly Lefebure, **Blitz** *(St. Martin's—June)*

Deborah Levy, **Ophelia and the Great Idea** *(Viking—May)*

Bill Littlefield, **Prospect** *(Richard Todd Bk: Houghton—April)* [*LJ* 3/15]

Adam Lively, **Blue Fruit** *(Atlantic Monthly Pr.—April)*

Beth Lordan, **August Heat** *(Harper—June)*

Patricia McConnel, **Sing Soft, Sing Loud** *(Atheneum—May)*

Vincent McDonnell, **The Broken Commandment** *(Viking—May)*

Catherine MacCoun, **The Age of Miracles** *(Atlantic Monthly Pr.—June)*

Camille Marchetta, **Lovers and Friends** *(Arbor House: Morrow—July)*

Maud Carol Markson, **When We Get Home** *(Bantam—July)*

Phillip Q. Morris, **Mussels** *(Random—March)*

Ronald J. Moyne, **A Star of Honor** *(Ashley Bks.—August)*

Cherry Muhanji, **Her** *(Spinsters/Aunt Lute—June)*

Edwin Mullins, **The Master Painter** *(Doubleday—April)*

Carol Muske-Dukes, **Dear Digby** *(Viking—April)* [*LJ* 3/15]

Louis Naura, **Palu** *(St. Martin's—February)*

Ann Oakley, **The Men's Room** *(Atheneum—April)* [*LJ* 3/1]

Roz Perry, **Rose Penski** *(Naiad Pr.—June)*

Marion Quednau, **The Butterfly Chair** *(St. Martin's—February)* [*LJ* 3/1]

Lawrence J. Quirk, **Some Lovely Image** *(Lyle Stuart—May)*

Beverly Sassoon, **Fantasies** *(Pocket Bks.—August)*

John Schwartz, **Bicycle Days** *(Summit Bks.—May)*

Mongane Serote, **To Every Birth Its Blood** *(Thunder's Mouth Pr.—April)*

Antony Sher, **Middlepost** *(Knopf—April)*

Caroline Sibson, **The Chosen One** *(St. Martin's—May)*

Rita P. Smith, **In the Forest at Midnight** *(Donald I. Fine—May)*

Anne Spillard, **The Cartomancer** *(St. Martin's—February)*

Jean Stewart, **The Body's Memory** *(St. Martin's—June)*

Sandra Lee Stuart, **Grand Cru** *(Lyle Stuart—April)*

Virgil Suarez, **Latin Jazz** *(Morrow—March)* [*LJ* 3/1]

Susan Sussman, **The Dieter** *(Pocket Bks.—February)*

Amy Tan, **The Joy Luck Club** *(Putnam—March)* [*LJ* 2/15]

Ronald B. Taylor, **Long Road Home** *(Holt—March)* [*LJ* 2/15]

Peter Turchi, **The Girls Next Door** *(NAL Bks.—July)*

Michael Ventura, **Night Time Losing Time** *(S. & S.—March)* [*LJ* 3/1]

Charles Wheeler, **Snakewalk** *(Harmony: Crown—May)*

Kate Woodworth, **Racing Into the Dark** *(Dutton—May)*

Adam Zameenzad, **The 13th House** *(Random—April)*

Christopher Zenowich, **The Cost of Living** *(Harper—August)*

ADVENTURE

Bryce Courtenay, **The Power of One** *(Random—June)*

Y.L. Harris, **Hindu Kush** *(Ashley Bks.—August)*

Frank Schaefer, **The Scapeweed Goat** *(Poseidon Pr: S. & S.—June)*

Diane Wever, **The Assassin and the Deer** *(Norton—May)*

CRIME

Susan Brownmiller, **Waverly Place** *(Grove—February)* [*LJ* 2/15]

Frances Fyfield, **A Question of Guilt** *(Pocket Bks.—July)*

DETECTIVE STORIES

Jesse Sublett, **Rock Critic Murders** *(Viking—May)*

FANTASY

Bob Cairns, **The Comeback Kids** *(St. Martin's—May)*

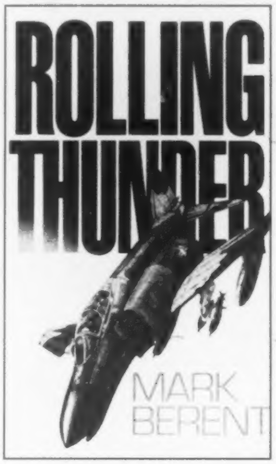
Nancy Tyler Glenn, **Clicking Stones** *(Naiad Pr.—February)*

Jeanne Larsen, **Silk Road** *(Holt—July)*

Gordon McAlpine, **Joy in Mudville** *(Dutton—April)* [*LJ* 3/1]

MYSTERY

Susan Baker, **My First Murder** *(St. Martin's—June)*



Martin Blank, **Shadowchase** *(St. Martin's—August)*

Eleanor Boylan, **Working Murder** *(Holt—July)*

Justin Cartwright, **Interior** *(Random—May)*

Susan R. Cooper, **The Man in the Green Chevy** *(St. Martin's—February)*

Mikel Dunham, **Stilled Life** *(St. Martin's—February)*

Tim Hallinan, **Four Last Things** *(NAL Bks.—June)*

Michael Hendricks, **Money To Burn** *(Dutton—June)*

Melodie Johnson Howe, **The Mother Shadow** *(Viking—August)*

Susan James, **Foul Deeds** *(Thomas Dunne Bk: St. Martin's—June)*

Philip Kerr, **March Violets** *(Viking—July)*

Karen Kijewski, **Katwalk** *(St. Martin's—August)*

Minette Marrin, **The Eye of the Beholder** *(Viking—June)*

Geoff Peterson, **Medicine Dog** *(St. Martin's—August)*

Richard & Orah Platt, **Letting Blood** *(St. Martin's—August)*

M. David Pohlman, **The Problem of Virtue** *(St. Martin's—March)*

Medora Sale, **Murder in Focus** *(Scribner—July)*

Jim Shaffer, **Peterbilt to Laredo** *(St. Martin's—February)*

Michael Spicer, **Cotswold Manners** *(St. Martin's—March)*

Paul W. Valentine, **Crime Scene at "O" Street** *(St. Martin's—March)* [*LJ* 2/1]

L.M. Vincent, **Final Dictation** *(St. Martin's—August)*

John Evangelist Walsh, **The Man Who Buried Jesus** *(Collier: Macmillan—March)*

Stephen F. Wilcox, **The Dry White Tear** *(St. Martin's—July)*

Dick Wimmer, **Irish Wine** *(Mercury House—March)*

Susan J. Wolfe, **The Last Billable Hour** *(St. Martin's—March)* [*LJ* 3/1]

Mark R. Zubro, **A Simple Suburban Murder** *(St. Martin's—February)*

ROMANCE

Gilbert Adair, **The Holy Innocents** *(Dutton—April)*

Kim Larabee, **Behind the Mask** *(Alyson Pubns.—April)*

Kathleen O'Connor, **The Way It Happens in Novels** *(Available Pr: Ballantine—April)*

SCIENCE FICTION

John G. Cramer, **Twistor** *(Morrow—March)* [*LJ* 3/15]

THRILLERS

Peter Barsocchini, **Ghost** *(Dutton—April)* [*LJ* 3/15]

Mark Berent, **Rolling Thunder** *(Putnam—May)*

Giles Blunt, **Cold Eye** *(Arbor House: Morrow—June)*

Larry Bond, **Red Phoenix** *(Warner—June)*

Joel Brinkley, **The Circus Master's Mission** *(Random—June)*

Marilyn Cooley & James Edward Gunn, **You'll Hear From Us** *(St. Martin's—August)*

Dan Gilroy, **Sight Unseen** *(Carroll & Graf Pubs.—June)*

Payne Harrison, **Storming Intrepid** *(Crown—February)* [*LJ* 2/1]

K.G.E. Konkel, **The Glorious East Wind** *(McGraw—March)*

J.R. Levitt, **Carnivores** *(St. Martin's—March)*

Robert Mason, **Weapon** *(Putnam—March)*

Barbara Nickolae, **Finders, Keepers** *(McGraw—July)*

Ralph Peters, **Red Army** *(Pocket Bks.—May)*

Gerald L. Posner, **The Bioassassins** *(McGraw—July)*

Rosie Scott, **Glory Days** *(Seal Pr.—March)*

Jeffrey I. Victoroff, **The Wild Type** *(Crown—February)*

Robert Winder, **No Admission** *(Viking—March)* [*LJ* 2/1]

Bruce Zimmerman, **Blood Under the Bridge** *(Harper—March)*

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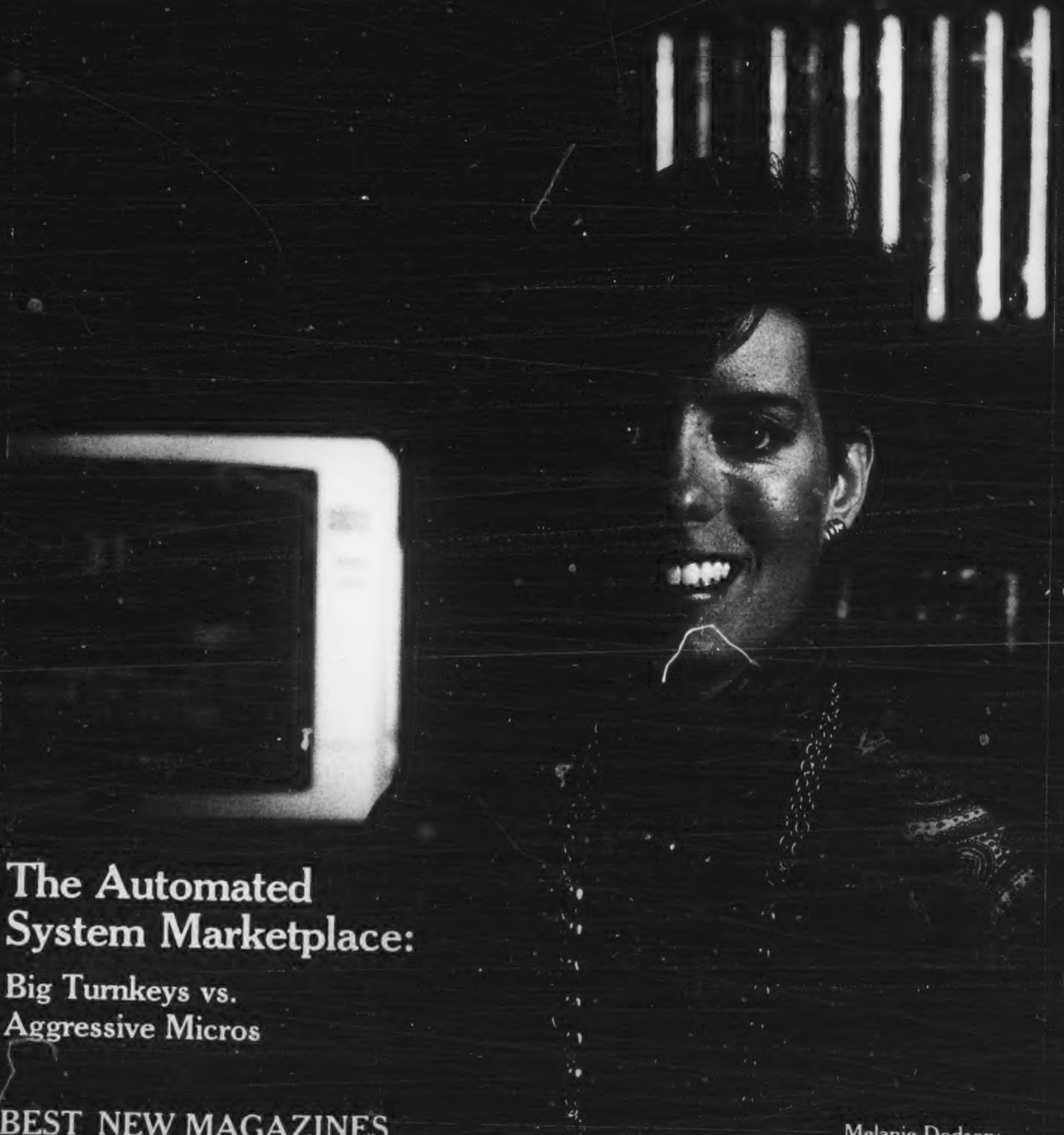

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NYU's Melanie Dodson as BobCat has a birthday. See "NYU's BobCat," News, p. 34. And see other developments in the "Automated System Marketplace 1988," p. 41. Photograph by Bill Kelly

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Another record year for system installations but an overall flattening of growth

Automated System Marketplace 1988:

Focused on Fulfilling Commitments

By Robert A. Walton & Frank R. Bridge

DURING 1988, the library automation marketplace enjoyed another record year, with approximately 360 systems installed. Again, as in prior years, this year's article reviews and concentrates on the types of systems that libraries were purchasing, examines some of the trends in the marketplace, and looks for patterns in market segments, e.g., the public or academic library automation marketplace. Also, as with prior years, the controversy over how to count market share is alive and still screaming (see "Counting Market Share: Vendor Consensus or Confusion?" p. 44). The authors have examined the number of installed systems that may support one or more libraries instead of counting the number of libraries that may reside in any vendor camp, revenues, or other possible denominator.

Robert A. Walton is Data Processing Director, Texas State Library and owner, R. Walton & Associates, Austin, Texas, and Frank R. Bridge is Automation Consultant, Texas State Library and Associate Consultant, R. Walton & Associates

How We Defined It

1. Some vendors elected to count multiple libraries sharing a single system as multiple systems. The authors have adjusted for these inconsistencies.
2. Other vendors defined single-station microcomputers as "systems." For the purposes of this article the authors have made similar adjustments wherever possible.
3. The annual system counts for each vendor may not exactly total correctly from year to year. The totals in this article attempt to reflect not only information taken from the user lists in defining "systems," but also system de-installations or other library user abandonments.

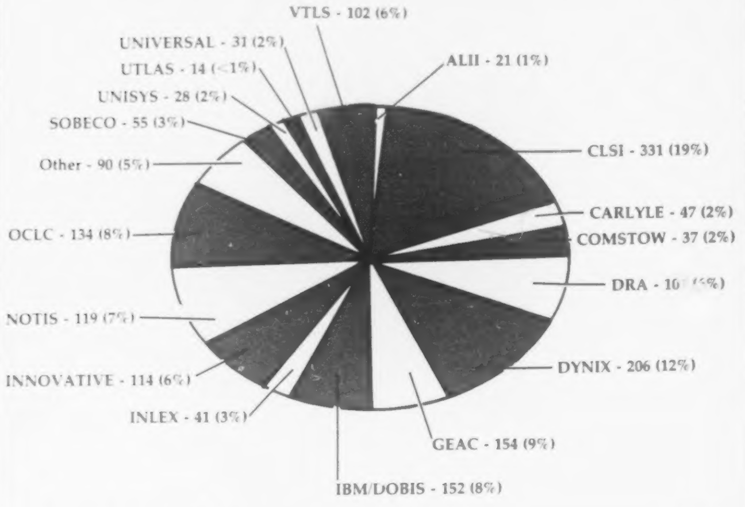
Flattening growth?

Althouth 1988 was another record year for system installations, it is significant to note that the number of installations increased only about 16 percent, whereas during 1987 the market had jumped dramatically, up more than 55 percent. The 1987 huge growth rate caught all savvy automation market observers and consultants by surprise but their stature has been restored. Most experts were correct during 1988 that the market would and did experience a gradual flattening when compared to prior years that were characterized by an almost stampede of system installations.

So, is the automation marketplace slowing down? Are libraries losing some interest in library automation? The answer is a definitive *no*. For any business market to experience an annual growth rate of over 16 percent can only be called a healthy and thriving industry. But it does appear that the dramatic days of installation acrobatics by automated system vendors are over. The market has grown and matured, is healthy and strong, has entered something like a "thirtysomething"-ish period, where the technology sexiness has diminished and library consumers find moderate growth both probable and desirable.

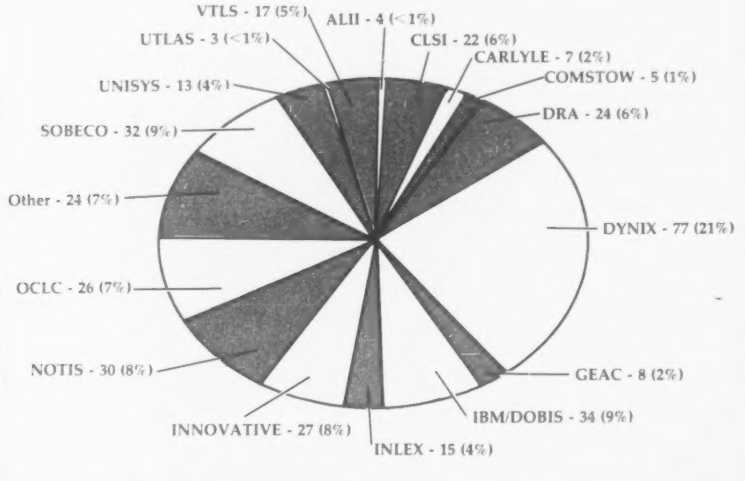
As the cost of computer equipment continued to decline during 1988, there was an increasing number of smaller systems (one to 16 terminals) that were sold to smaller libraries. As system purchase costs continue to drop, the total potential market of library customers should be disproportionately expanding as the number of smaller libraries interested in library automation significantly increases. This is particularly so when compared to larger libraries that as a group may be entering a period of automation saturation, many having already achieved a high level of automation investment. With lower-cost products and more eligible library buyers, why didn't the market

Chart 1: Vendor Market Shares for Total Installed Systems (All Years)



Variance = +/-1.5% 1/89

Chart 2: Vendor Market Shares for Total Installed Systems (1988 only)



Variance = +/-1.5% 1/89

expand faster in 1988 than it had in 1987 or 1986? Why aren't vendors fighting over the smaller system library market?

Using corporate strategy

Some vendors, such as CLSI, ALII, Dynix, and Sobeco have tried to coordinate corporate strategy with the growth of the smaller library market segment, but with only modest success. This inability of most vendors to respond to an almost desperate need and desire by smaller libraries for reasonably priced automation products leaves most of the institutions confused and frustrated.

Lower costs of computer hardware have created increasing demand for systems, but due to the continuing high cost of software licenses, software support, staff training, and installation services, significant changes in overall system prices are not appearing at a level suitable for many smaller libraries. Discounted or lower prices for hardware are not applied equally across the wide spectrum of other costs associated with a successful system. Historically, while automation insiders have recognized the confusing and complex pricing methods inherent in the "turnkey" concept, the realities and limitations of "packaged" pricing are shocking to some potential consumers.

The fact is that there are so many different costs that vendors have incorporated (skeptics would say "hidden") into the pricing of turnkey systems, that overall system pricing remains somewhat immune to dramatic drops in pricing of any one cost component of the system, even when it may be as major as the computer hardware. Most vendors continue to argue that the cost to provide installation support, training, and to assist a library in special areas (e.g., data conversion or telecommunications) is about the same for a very large and a very small library. Some argue that the smaller library frequently requires more consulting and implementation assistance than a larger library, just the opposite of the potential financial rewards for the vendor.

Several vendors have made sincere attempts to break through this cost barrier by marketing systems that list training and installation services as extra costs. However, the $65,000+ base sticker price of such systems is still too expensive to crack the huge, and now increasingly impatient, marketplace represented by the library that desires to install a ten- to 15-terminal system providing circulation control and a full online public access catalog.

Tired of waiting, many smaller institutions are seeking out lower-cost microcomputer-based systems, regardless of the warnings by many "experts" who question how a micro system will hold up under such issues as: long-term system life, inability to maintain a MARC database, lack of portability of software to larger machines (assuming the library will grow, of course), or more limited functionality, to name a few.

Many libraries challenge these caveats, stating that "small libraries are different" and move ahead with microcomputer-based alternatives, while many others are waiting and watching a little longer. This is the same small vs. big argument that has raged for years on issues such as cataloging standards, use of Library of Congress subject headings, need for professional librarians—only now it has been applied to automation.

Regardless of these professional philosophical arguments, the low-end mini and microcomputer markets continue to see ever-falling hardware prices. As the cost of computation continues to decline, the real scrambling for the small library automation systems business is and will continue to be an increasingly tough battle. With microcomputers seeing their power and disk storage doubling every two years (per technology dollar invested), it is only a matter of time before these microcomputer-based library systems will be able to provide suitable power to support the terminal loads and transaction throughput, along with adequate storage for and the ability to load, maintain, and output MARC records.

Nevertheless, as the power of these systems improves and the cost-performance increases their attractiveness, it remains unclear how fully microcomputer-based integrated systems will be profitably marketed to libraries with the same level of consulting, training, and installation services provided by the larger turnkey system vendors.

There is now a clearly charted marketing collision course between the traditional larger turnkey system vendors and the aggressive, successful "break the MARC rules" microcomputer vendors. During this battle, the traditional turnkey vendors will struggle with the challenge of creating alternative methods for providing suitable and less expensive training and support; the microcomputer vendors will fight the strong upstream currents of tradition by adapting their products to MARC and fuller functionality, all the while damning the necessity and appropriateness of such features for the small library.

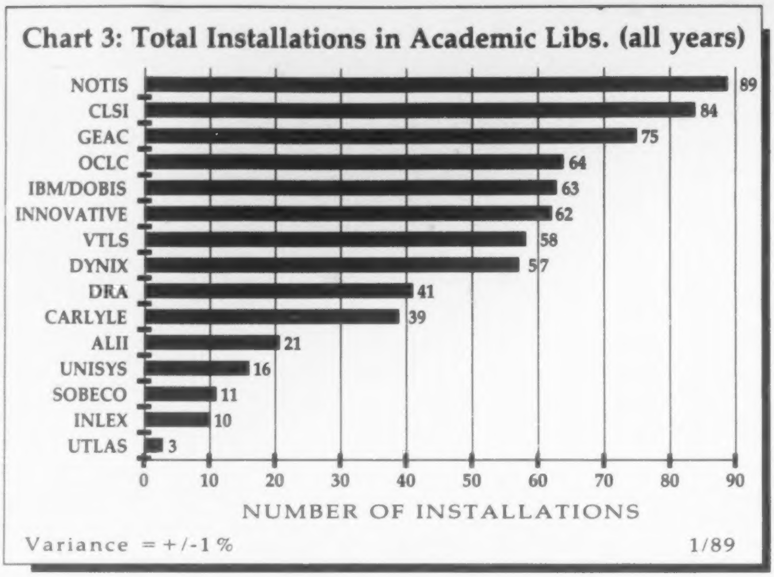


Chart 3: Total Installations in Academic Libs. (all years)

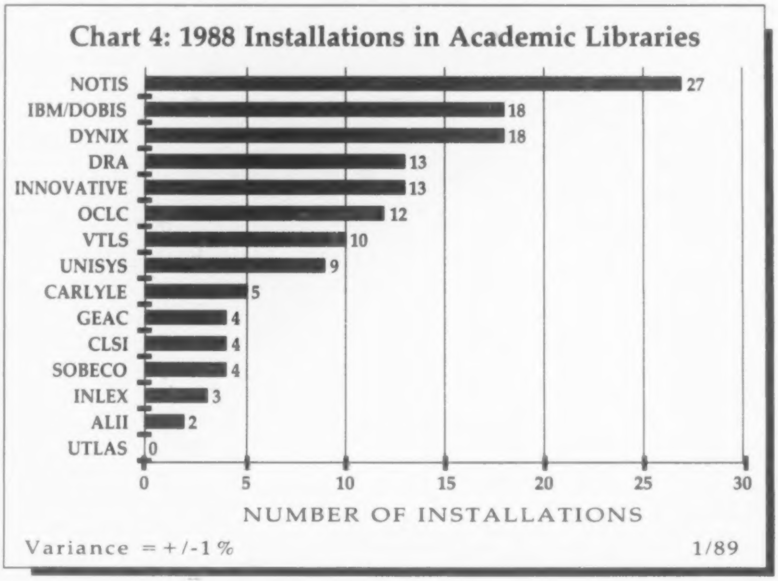


Chart 4: 1988 Installations in Academic Libraries

Some new "fast-track vendors"

Despite the flattening of the sales curve, 1988 showed a continued "fast track" effort by several vendors from where they left off in 1987. There are also a couple of new vendors to watch. As illustrated in Chart 1, CLSI remained the automation granddaddy, the overall leader in total installed systems for all years with 331 systems. Even with these many years protecting its overall market share, CLSI saw another erosion of its slice of the pie as its market share dropped from 22 percent in 1987 to 19 percent in 1988—a downward trend now firmly established and predictable.

The second place position, although somewhat precarious last year, seemed to belong firmly to Dynix with 206 users. As shown in Chart 2, Dynix installations in 1988 were a remarkable 77 systems, pushing significantly beyond its all-time record of 67 systems in 1987.

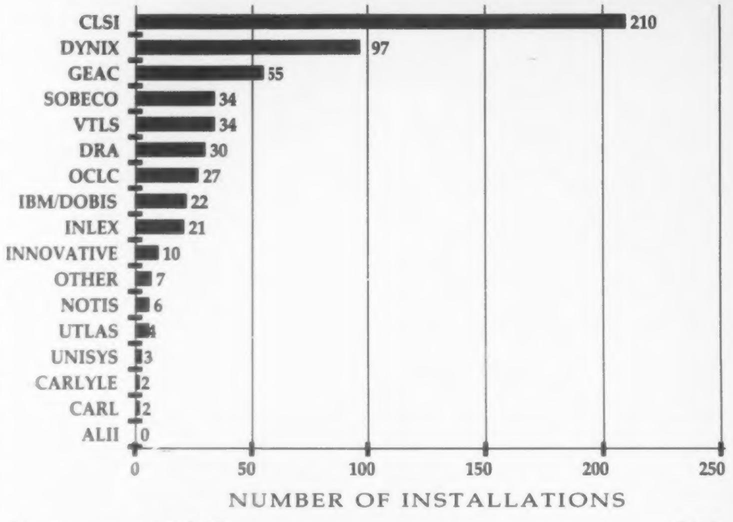
While less than CLSI or Dynix in market share, Chart 2 reveals that a couple of new vendors have elected to put on their track shoes as well, leaving no vendor any degree of respite in the marketplace. The major newcomer in this group was Sobeco/MultiLIS, a Canadian-based firm that increased its user base by over 139 percent, from 22 systems in 1987 to 55 by the end of 1988.

Another vendor that showed continued and steady market growth was Innovative Interfaces, Inc. (III), up an additional 27 systems during 1988. While Innovative has long enjoyed a reputation for a highly serviceable serials/acquisitions control system, it also successfully navigated the difficult transition to the fully integrated system market, finding wide acceptance of its online public access catalog and circulation modules. Both Innovative and Sobeco are able to operate on standard Digital Equipment Corporation hardware under the standard VMS software, which makes these two vendors additional viable alternatives for libraries that use DEC hardware or those that find it desirable.

The successful growth of Innovative into the mainstream of integrated systems is a dramatic contrast to Carlyle, a vendor that was almost completely overwhelmed by rumors of financial difficulty, staff cutbacks, and problems concerning the release of a fully functional circulation component. After showing installation strength during 1987, the current status of Carlyle and its customers appears to be tenuous. Carlyle's ability to show growth and stability in 1989 will probably determine whether it will be embraced by future libraries or join the ranks of DataPhase, Cincinnati Electronics, and other down-and-out vendors.

Another surprise, not because of actual system installations but because the company elected to more fully participate in this analysis, was the IBM-based DOBIS system. The software package, marketed by IBM, has enjoyed considerable use throughout the world and has witnessed 34 installations in 1988. While the vast majority of the system installations are not in the United States, the pres-

Chart 5: Total Installations in Public Libraries (all years)



Variance = +/-01% 1/89

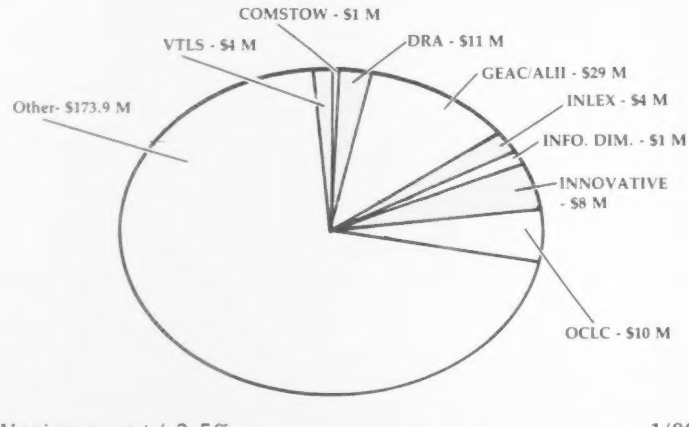
Counting Market Share:

DURING 1988, Data Research Associates issued a broad challenge to the vendors and the authors of this article to abandon market analysis based on installations and to use only audited, gross library automation revenues as the basis of awarding market share. As stated in last year's analysis (*LJ*, April 1, 1988, p. 39), the authors generally support the migration to some form of revenue analysis *in addition* to analysis by number of installations and the additional market segment breakdowns that are provided. The authors continue to hold that many, perhaps most, readers of this article are interested in two fundamental questions: What types of systems are my colleague *"type" of library* institutions installing? What vendors are successful at installing systems for my *"size" of library*? Were it possible to provide reliable revenue analysis for each vendor, it would then be possible to examine a third, frequently asked question: Which vendors are *healthy* and which vendors are not? Clearly, this question could best be drawn from financial assessments.

This is all very interesting, but remains an academic, philosophical exercise. Of the 21 surveys that were returned for analysis, the authors find it worthy of note that only eight of the vendors were willing to permit the publishing of their revenue figures. The majority of the remainder provided actual figures, but did not allow us to reveal the individual amounts. Several provided no figures at all. When one considers that 62 percent of the major vendors would not provide publishable financial information to the library community, it is little wonder that there is considerable controversy regarding any description of the library automation marketplace.

So we must ask the question to you the readers: Is revenue analysis valuable to you in the form we can obtain it? (Examine this revenue-based market analysis and let us hear from you. Should we keep trying on this issue or give it up?)

Gross Automated Library Revenues, All Sources, 1988 (in millions of dollars)



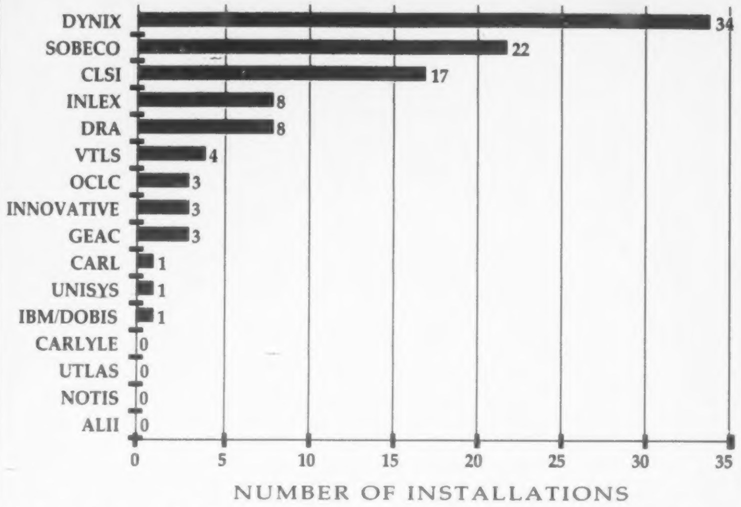
Variance = +/-3.5% 1/89

We also collected the thoughts and perspectives from the vendor community and their suggestions showed a preference for a variety of reporting methods. The authors believe that no method is entirely satisfactory. Here is what they said.

As a publicly traded company on the Toronto Stock Exchange, Geac Computers has an obvious bias toward having all financial information reported from audited financial statements. Geac supports the disclosure of financial information using audited financial statements.—**Joseph Matthews,** *Geac Computer Corporation Limited*

[W]e are virtually the only library automation vendor that actually releases its audited financial statements . . . . The only conceivable objection to public release of audited financial statements would come from vendors wishing to cover up the questionable financial condition of their companies . . . . [Financial disclosure] will remove the immense distortion that has thus far pervaded the *LJ* analysis of the market. Under the current analysis, a vendor can be judged "hot" merely by selling a large number of systems. The insidious danger here is that *LJ* will award the vendor "rising star" status, yet without audited financial reports, the vendor would be selling its system at deep, and financially imprudent, discounts.—**Carl Grant,** *Data Research Associates*

Chart 6: 1988 Installations in Public Libraries



Variance = +/-1% 1/89

ence of the product in the industry is significant and this is the first year that IBM has changed corporate policy sufficiently to permit the reporting of the specifics regarding DOBIS business activities. (Note: During prior years, this product was hidden in the "Other" category due to lack of IBM authorization to publish individual statistics.) Another newcomer to this article, although not necessarily to the library automation marketplace, is Information Dimensions, a Dublin neighbor to OCLC. This vendor sold 35 systems this year, all to special libraries.

Installations

The best way for libraries to gauge vendor market shares is not by looking at combined, summary figures, but to more closely examine market segment breakdowns by size of system installation and type of library. These segmented statistical

Vendor Consensus or Confusion?

Audited financial statements are an additional expense and not an appropriate gauge by which to measure marketshare. However, in too many of the discussions of the marketplace and illustrations of success, we see the comparison of nonequal systems listed by number of systems installed and those numbers are cited as the measure of a company's success rate . . . . Comstow is rarely highlighted. Several other measures seem more to the point:

- Systems installed by type of library;
- Customer satisfaction with the vendor;
- Number of lost clients due to switching to other systems; and
- Ability to meet goals and objectives in development.

—**Jane Kalfus-Maine,** *Sales Coordinator, Comstow Information Services*

It is our belief at CLSI that there are a number of useful ways to measure library automation market share: number of systems sold, number of systems installed, and revenues, for example . . . . However, the measure we find most useful is the amount sold, divided between new systems and add-ons to existing systems, and then accounting for maintenance service and support fees as a separate figure . . . . While revenue sounds like a good measure, this too has its problems for comparative purposes since automation suppliers often recognize revenue differently, regardless of auditors, and it is sometimes difficult to extract comparative revenue amounts from a single company's audited financial statement, not to mention a company which sells something in addition to library systems.—**Charles E. Farley Jr.,** *Vice President Marketing, CLSI, Inc.*

We openly share our audited financial statements with clients and prospective customers . . . . Many vendors could be hurt tremendously by misjudgments of persons not well versed in financial analysis. Worse, and unfortunately even more likely, deliberate distortions by competitors about another firm's financial position will confuse and mislead buyers. In most cases it backfires on the perpetrator . . . . I believe the [audited financial data] in the marketplace article would be meaningless as well as misleading. Few companies' financial years coincide with the calendar year [as reported in the marketplace article].—**D. Keith Wilson,** *Vice President, Dynix, Inc.*

Though this method may have merit in concept, it would be a nightmare in practice. In order to comply, all vendors would have to: 1) have a consistent accounting period, be it annual or fiscal; 2) use a standard and consistent method of recognizing revenue; 3) have accounting firms that could report on a timely basis; and 4) agree to the terminology used in reporting.

Though the current "fill-in-the-blanks" method of gathering data for the survey may not be auditable, an attempt on the part of the survey reporters to match audited data from the widely varied types of suppliers in this industry could expose the reporters to some liability. We don't object to the concept, and would attempt to comply if it became a requirement; we believe it would be quite unworkable from both the suppliers and the reporters point of view.—**George Sidman,** *President, INLEX, Inc.*

Yes, this would be an appropriate way to determine market share. An audited financial statment would not be available from Information Dimensions, Inc. until April.—**Jill E. Richardson,** *Sales Support Representative, Information Dimensions, Inc.*

Revenue by itself is not a better measure of market share . . . . The best measure of market share is number of institutions, where installations are broken down by type of library (public, university, special) and size (e.g., number of volumes held by the library).—**Stephen Silberstein,** *Vice President, Innovative Interfaces, Inc.*

We understand that revenues are an appropriate measure of market share. However, we feel that measurement of market share based on revenue alone would not be an accurate indicator of market share due to the fact that: a) the data would be a reflection of pricing policies as opposed to market penetration; b) the dollar amounts would be affected by whether the vendor markets hardware or not; and c) even with "audited" financial statements, different firms have different, yet perfectly acceptable, rules for determining when an activity translated into revenue.

We think that it would be difficult to get truly comparable data.—**Keith Gilter,** *Marketing Coordinator, NOTIS Systems, Inc.*

OCLC's fiscal year ends June 30. In order to complete this calendar year report we would have to combine two fiscal years, one-half year from audited financial statements, and the remaining half-year from unaudited financial statements . . . . It is OCLC's policy *not* to release any internal, unaudited financial statements. Local Systems is included in our annual report as a separate line item . . . . The Annual Report is very widely distributed.—**Phyllis Bova Spies,** *Vice President, Local Systems Division, OCLC, Inc.*

We agree that market share should be defined as a percentage of revenues as long as we count revenues from software sales only. A clearer definition would be to only include revenues from sales of products that are manufactured by each company and for services that are provided by the company. Revenues from resale of equipment and any products or services that are provided by a subcontractor should be excluded.—**Vinod Chacra,** *President, VTLS, Inc.*

examinations provide a better sense of what comparable institutions have been doing in the way of automation.

When examining the installations by library type, the 1988 marketplace again saw somewhat less stability when compared with 1987. As shown in Chart 3 and Chart 4, the clear academic library choice is NOTIS, pushing aside CLSI from its all-time first place position. Chart 5 and Chart 6 examine patterns in public library activity, the most noteworthy issue being the strong and new presence of Sobeco as the number two vendor behind Dynix, both now the vendors of choice by the most public libraries.

Charts 7-10 break out the installation of systems by number of online terminals supported. Generally, the number of terminals is a reliable variable to measure system size. As a slight departure from the 1987 survey, this analysis establishes a separate chart for those systems installed for the very large libraries, those intalling in excess of 125 terminals. While CLSI and Geac remain the tenured, historical leaders, it is interesting to note that six different firms performed equally well installing these very large systems during 1988.

Finally, as shown in Chart 11, Europe increased its installation activity during 1988, expanding to account for half of all systems installed overseas. This overseas market continues to grow in importance and most vendors now have and are initiating some form of marketing and sales program on foreign shores.

Vendor profiles

The marketplace is healthy and continues to grow. Vendor market shares are becoming more competitive and the annual installation completion is relatively balanced, except for Dynix which continues its dominant, aggressive position in annual installations. Should these growth trends continue, the analysis planned for 1989 will probably expose new shifts in market position—but this time in historical market share, not just annual installations. And small library installations, in ever-increasing numbers, will be key to influencing these shifts and setting these priorities.

Advanced Libraries & Information (ALII)

Along with its well-known vice president and former automation guru Joe Matthews, Geac acquired Advanced Libraries during 1988. Al-

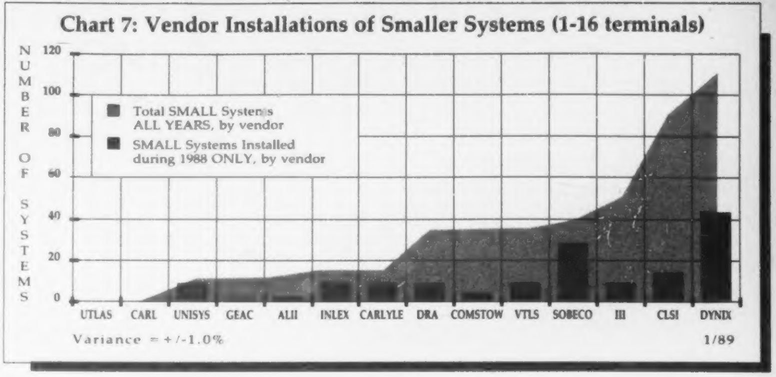


Chart 7: Vendor Installations of Smaller Systems (1-16 terminals)

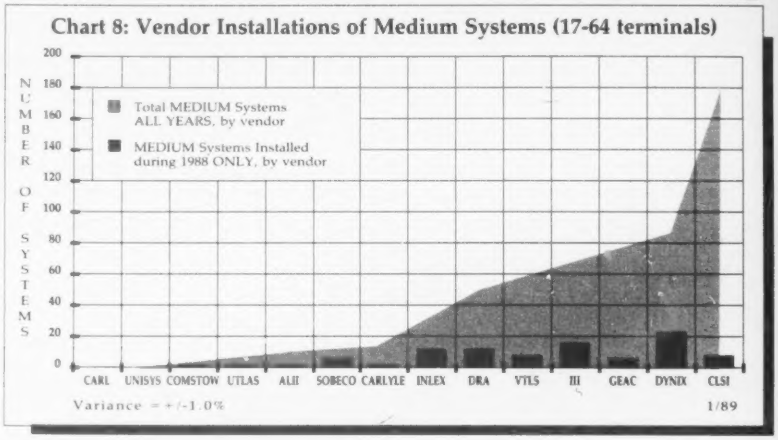


Chart 8: Vendor Installations of Medium Systems (17-64 terminals)

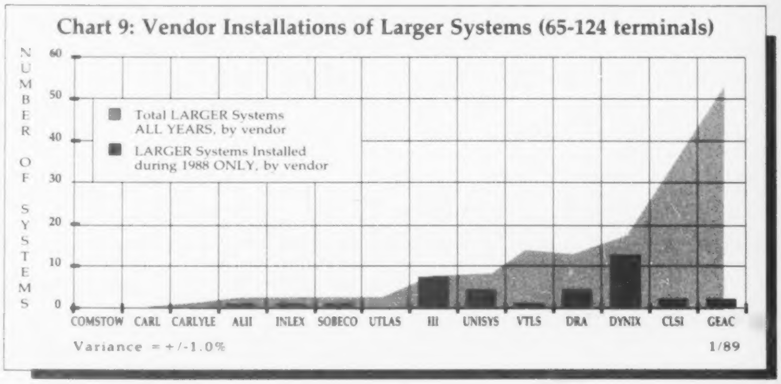


Chart 9: Vendor Installations of Larger Systems (65-124 terminals)

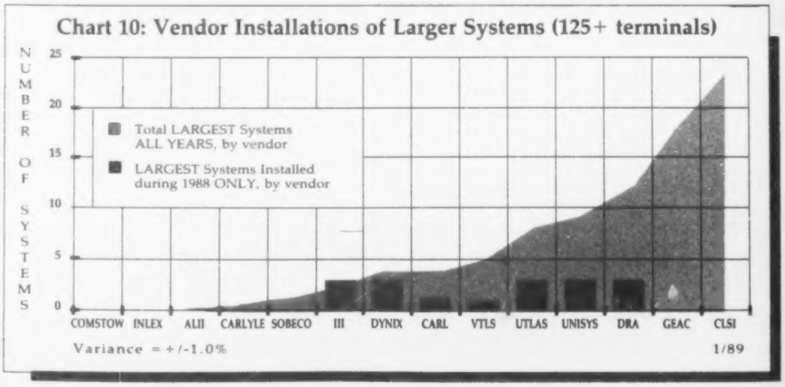
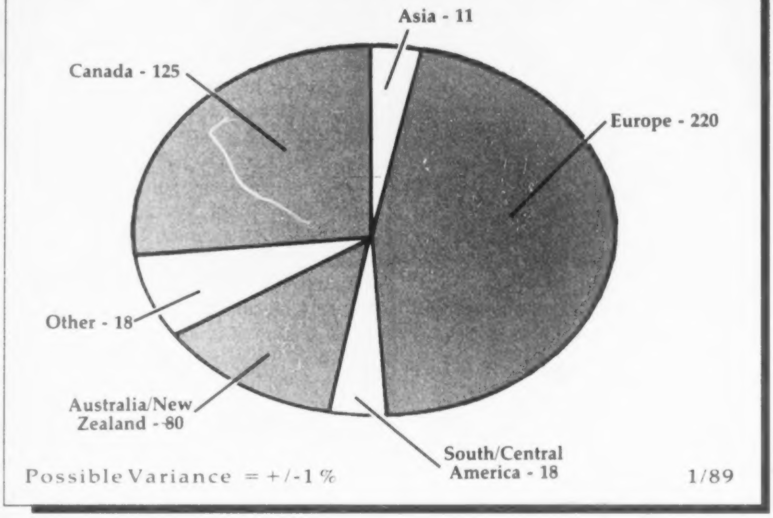


Chart 10: Vendor Installations of Larger Systems (125+ terminals)

Chart 11: Total Foreign Installations, by Geographic Area



Possible Variance = +/-1%

1/89

though last year the authors indicated that ALII would have to show a measurable increase in sales during 1988 in order to remain viable, this absorption may prove profitable for both ALII and its parent in 1989. ALII's standard Pick-based operating system allows it to run on a number of suitable hardware platforms, and this flexibility may be helpful in offsetting the proprietary Geac hardware/software environment. Additional comments concerning this merger are included in the Geac section below.

CARL

Although the name is new to the marketplace, the company is not. Formerly known as Eyring, its software operates on Tandem hardware, and has typically served very large library networks. Bucking this "big-ticket" reputation, however, the vendor claimed that the newer Tandem CLX office environment computer line-up could make the system more affordable for the small to medium-sized library. The vendor also reported that it had expanded its online public access services to include *Grolier's Encyclopedia* in full text, and *Metro Denver Facts*. CARL also recently completed its serials access and control software, which includes direct access to journal articles and tables of contents.

Carlyle

By its own admission, Carlyle had a rocky 12 months, caused by technical problems encountered with the completion of its circulation system. The vendor reported major progress in correcting these and other problems, and expected to combine with another major library automation vendor in the near future. It claimed that this change would result in increased financial stability, and would allow Carlyle to offer a well-supported integrated package to both new and existing customers.

CLSI

CLSI experienced a somewhat difficult year, not only in continued erosion of its market share, but also with many of its users, who have found themselves frustrated with both vendor implementation and logistical support. The company has acknowledged these difficulties, and has begun an effort to expand and reorganize its customer support operations. Nevertheless, it is the authors' opinion that some of the erosion of CLSI's market share has been directly attributable to the grumbling of some of its current users.

Some of the 1988 CLSI accomplishments included the complete change to the standard UNIX operating system, allowing the flexibility of several viable hardware platforms. In 1988, the company delivered two new stand-alone systems that use the Sequent and Altos computers. The company reported two major contracts, one with Mississippi State University, and another with the City of Paris Libraries. CLSI also introduced CD-CAT, its CD-ROM-based catalog.

Comstow Information Services

With its BiblioTech software, Comstow is a newcomer to close-up profiling in this marketplace article series. Although the vendor is not very familiar to public and academic libraries, it has over 30 corporate and special library users. The system operates on the DEC VAX series of computers, and a UNIX version is under development. The software includes catalog maintenance, authority control, and report writer. Optional modules include circulation, periodicals control, accounting, and thesaurus control. In 1988, the vendor reported a major software release update for thesaurus control, thereby complementing the authority control system. The release also included circulation control enhancements and a security system. Goals for 1989 include the general delivery of this software release to Comstow's users, gateway software to external databases, and a patents tracking module.

Table 1: Hardware Availability

Manufacturer	Model	Vendor
Altos	2000	CLSI
Amdahl	all	NOTIS
ARIX	all	Innovative Interfaces
C.Itoh	50	Advanced Libraries
	150	Advanced Libraries
	250	Advanced Libraries
	350	Advanced Libraries
	550	Advanced Libraries
Control Data	Omega series only	NOTIS
	180 series	Information Dimensions
Convergent Technologies	all UNIX	Innovative Interfaces
Data General	C350	OCLC-LS/2000
	MV/XXXX Series	OCLC-LS/2000
	S/XXX Series	OCLC-LS/2000

[illegible]

Manufacturer	Model	Vendor
Digital Equipment Corp.	microVAX Series	Comstow Sobeco/MultiLIS
	PDP 11/XX Series	CLSI
	PDP 11/XX Series	OCLC-LS/2000
	PDP 11/XX Series	Universal Library Systems
	VAX Series	Advanced Libraries
	VAX Series	Comstow
	VAX Series	DRA
	VAX Series	Dynix
	VAX Series	Information Dimensions
	VAX Series	Innovative Interfaces
	VAX Series	Sobeco/MultiLIS
	VAX Series	Universal Library Systems
Formation	400 only	NOTIS
Fujitsu		Advanced Libraries
Geac	6000	Geac
	8000	Geac
	9000	Geac
Hewlett Packard	3000	INLEX
	3000	VTLS
	9000 under UNIX	Dynix
Honeywell	DPS/6	Dynix
	DPS/6	Advanced Libraries
IBM	370	Dynix
	937X	Dynix
	30XX Series	NOTIS
		Information Dimensions
	309X Series	Dynix
		DOBIS
	370 Series	NOTIS
		Dynix
	43XX Series	NOTIS
		Information Dimensions
		Dynix
		DOBIS
	937X Series	NOTIS
		DOBIS
		Information Dimensions
Innovative Interfaces	INNOVACQ	Innovative Interfaces
Intel	DPX	Carlyle
McDonnel Douglas	any w/PICK OS	Advanced Libraries
	any w/PICK OS	Dynix
Magnuson	all	NOTIS
MIPS	M/120–M/2000	Sobeco/MultiLIS
Motorola Four-Phase	311 & 312 only	NOTIS
Natl. Advanced Systems	all	NOTIS
NCR	Tower 32/200-850	Sobeco/MultiLIS
Nixdorf	all	NOTIS
Prime	any w/PICK OS	Advanced Libraries
	any w/PICK OS	Dynix
Sequent	B 21	CLSI
	B 8	CLSI
	S 27	CLSI
	S 81	CLSI
	any w/UNIX OS	Dynix
Sequoia	any w/PICK OS	Advanced Libraries
	any w/UNIX OS	Dynix
Tandem	CLX	CARL
	CLX	Utlas
	TNSII	CARL
	TXP	CARL
	VLX	CARL
	VLX	Utlas
Ultimate	all	Dynix
UNISYS	1100,2200,PW2,U-Series	UNISYS
	any w/UNIX OS	Dynix
	6	Pueblo
	8	Pueblo
	10	Pueblo
	90/XX Series	Pueblo
Wang	VS Series, exc. 80	Information Dimensions
Wyse	2108	CLSI
	XT,286,386	OCLC-LS/2000

Data Research Associates

Data Research Associates is perhaps the vendor best known for its ardent and prudent advocacy of industry standards for hardware, software, and data formats. Its comprehensive line of library software products saw several upgrades, including a general report writer, and new versions of circulation, acquisitions, and library for the blind and physically handicapped. the company anticipates several software enhancements for 1989, including multilingual screens, reserve book room, materials booking, serials control, and a new public access catalog. DRA has continued to show strong sales, not only as a turnkey vendor, but also as a software-only vendor for those libraries with access to DEC VAX hardware.

Dynix

Despite some of last year's competitor envy, Dynix continued its record-breaking pattern with hardly a backward glance. Although the company sold 67 systems in 1987, Dynix sold a staggering 77 systems in 1988. Twenty-eight were sold in Australia, an area that the company clearly targeted last year. Despite these sales numbers, Dynix's avowed emphasis has been customer satisfaction and employee development. In the experience of the authors, this seems to remain an accurate pattern thus far. The company has completely shed its "small library" typecasting, successfully testing a 400-terminal network at Multnomah County Library System in Portland, Oregon. Another Dynix product/service emphasis has been the successful migration from other vendor automation packages to the Dynix product. As libraries outgrow their first systems, vendor expertise in smooth transitions will become increasingly important and desirable. Goals for 1989 include media scheduling, public access catalog enhancements, and new hardware platforms.

Geac

Geac reported that it returned to profitability during the last quarter of its fiscal year, and stated that it expected that all four quarters for this fiscal year would also be profitable. The vendor also reported that it had installed 27 Geac 9000 computers worldwide, and claimed that the performance of this newest Geac computer has been significant. Software development for the Geac system was

Table 2: Operating Systems

System	Release	Vendor
Astro	3.3	Geac
CICS		DOBIS
CICS/VS		NOTIS
CDC NOS/VE	1.2.14	Information Dimensions
CLSI Proprietary	27.45	CLSI
Geos	1.6	Geac
GUARDIAN	90 XF C Series	CARL Utlas
Hewlett Packard MPE	all	VTLS INLEX
Intel RMX86	7	Carlyle
MIIS	5.3	LS/2000 (OCLC)
MS/DOS	3.0+	CLSI Dynix
MS/DOS	3.2	OCLC
MS/DOS	3.3	UNISYS
MVS-IBM/370		NOTIS
MVS-IBM/SP		DOBIS
MVS-IBM/TSO	3.7	Information Dimensions
MVS-IBM/XA		DOBIS NOTIS
OS1100	3R2	UNISYS
OS-IBM/VS1		NOTIS
P/OS	2	CLSI
PICK	 5.2	Advanced Libraries Dynix
PRIMOS (oper. PICK)		Dynix
RSTS	7.2	Universal Library Systems
ULTRIX	3	Innovative Interfaces Information Dimensions
UNISYS OS/3		Pueblo
UNIX	27.DBMS 27.45U Version 3. 5.2	CLSI CLSI Dynix Innovative Interfaces Sobeco/MultiLIS UNISYS
UNIX (oper. PICK)		Dynix
VM-IBM/CMS	3.X and 4.X	Information Dimensions
VM-IBM (oper. PICK)		Dynix
VMS (DEC oper. PICK)		Dynix
VMS (DEC)	latest 5 all 4.0-5.0 4	DRA Sobeco/MultiLIS Universal Library Systems Comstow Information Dimensions
VSE-IBM		DOBIS
VSE-IBM/DLIB		NOTIS
VSE-IBM/SP		NOTIS
Wang VS	6.21.04	Information Dimensions

consolidated in Toronto and in Bristol, England. According to Geac, this consolidation has meant that software has been released to Geac customers in a timely manner. Goals for 1989 include the integration of the Advanced Libraries and Information staff and assets, resulting from Geac's acquisition of this company in 1988. Geac plans to market heavily in Europe and Australia, and feels that with the ALII product it is able to meet a variety of library automation needs.

IBM/DOBIS

Although this IBM-based software is certainly no newcomer to the marketplace, it is to this review. The authors have experienced perennial problems in obtaining permission to publish any specific information. IBM's long-standing corporate policy against publication apparently stems from fears of sales losses. This software generally appeals to the academic market, or to those operations already owning suitable IBM hardware and software. The company sold 34 systems last year worldwide, four of them in the United States. Because the software operates on mainframe computers, the computing environment does not lend itself to the typical terminal counts seen with stand-alone systems. This is the reason for the omission from the terminal counts in Charts 7-10. The software carries the advantage, and the burden, of user reprogramming and customization. Significant 1988 company accomplishments included a major European software release (Version 2), and a special DOBIS/E Version supporting the Korean, Japanese, and Chinese character sets. Goals for 1989 include a Version 2 software release for the United States.

Information Dimensions

Information Dimensions is another newcomer to be profiled. With software sales of over $1 million, the company targets its marketing efforts at corporate libraries. Information Dimensions is a subsidiary of Batelle Development Corporation, and some library automation market observers may recognize the software by the name of the parent organization. The software functions on a number of hardware platforms under several operating systems, and typical usage occurs in a hardware environment shared by other corporate computer applications. (Please see Table 1 and 2 for the available hardware and operating systems for this package.) The software includes a public access catalog, circulation control, and acquisitions. The company's goals for 1989 include a new software release and new documentation.

INLEX

Listed as one of the "fast-track" vendors of 1987, INLEX generally proceeded in this vein. Operating on the reliable Hewlett Packard 3000 Series hardware, the INLEX software successfully migrated from the classic 16-bit architecture to the newer 32-bit H/P RISC-chip computer series. Several benchmark tests were performed with this new computer series. In the vendor's opinion, these tests indicated that there was "no upper limit" on the number of terminals that the software can serve in a clustered computer environment. During 1988, two large libraries elected this hardware option, a 180-terminal network in Washington State, and one exceeding 500 terminals in Virginia. The vendor also reported a new marketing and support arrangement in Australia. Goals for 1989 include a broadening of the authority control capabilities, and an enhanced version of the software suitable for consortia and larger library operations.

Table 3: System Interfaces

Vendor	OCLC	RLIN	WLN	Utlas	Biblio-File	Auto-graphics	Marcive	Baker & Taylor	Brodart	Other Interface
Advanced Libraries	✓	✓	✓	✓	✓			✓		
CARL	✓	✓		✓	✓	✓			✓	Mini-Marc LaserQuest
Carlyle	✓	✓	✓	✓	✓	✓			✓	
CLSI	✓	✓	✓	✓	✓	✓	✓(tape)	✓(tape)	✓	LSSI PICA (tape)
Comstow	✓				✓		✓			
Data Research Assocs.	✓	✓	✓	✓	✓	✓	✓	✓		
Dynix	✓	✓	✓	✓(tape)	✓	✓		✓	✓	Utlas LSSI LaserQuest
Geac	✓	✓	✓	✓	✓	✓		✓	✓	
IBM/DOBIS	✓				✓					
Information Dimensions	✓	✓		✓			✓	✓		
INLEX	✓	✓	✓		✓					LaserQuest
Innovative Interfaces	✓	✓	✓	✓				✓		BNA
NOTIS	✓	✓		✓						Srls. Invoices (tape)
OCLC (LS/2000)	✓									
Pueblo										Irving Network
Sobeco/MultiLIS	✓			✓	✓			✓	✓	
UNISYS	✓				✓					
Universal Lib. Systems	✓	✓	✓	✓	✓	✓		✓	✓	Natl. Lib. of Canada
Utlas	✓	✓	✓(tape)	✓	✓	✓(tape)	✓(tape)	✓(tape)	✓(tape)	
VTLS	✓	✓	✓	✓(tape)	✓	✓	✓(tape)	✓(tape)	✓(tape)	BNA Science Press

Tape = data transfer via magnetic tape load only; not an interactive, online interface

Table 4: Serials/Acquisitions Interfaces

Vendor	OCLC	RLIN	WLN	Utlas	Faxon	EBSCO	Read-more	Brodart	Other
Advanced Libraries									—
CARL	✓				✓	✓			
Carlyle					✓				(INNOVACQ)
CLSI									Menzies (UK)
Data Research Assocs.									
Dynix									Baker & Taylor (any BISAC)
Geac					✓	✓			
IBM DOBIS						✓			Pro-Cite
Information Dimensions						✓			
INLEX									
Innovative Interfaces	✓	✓	✓	✓	✓	✓	✓		BNA, Coutts, Yankee, Academic, Majors, Midwest, Hein, McGregor, B&T, Harrasowitz
NOTIS					✓	✓			
OCLC (LS 2000)	✓					✓			
Pueblo									
Sobeco/MultiLIS	✓			✓				✓	
UNISYS									
Universal Lib. Systems					✓	✓			Bibbase Acq.
Utlas				✓				✓	B&T, BNA
VTLS	✓	✓	✓	✓	✓	✓		✓	B&T, BNA, Science Pr.

Innovative Interfaces

Innovative Interfaces Inc., heretofore often known as Triple-I, informed the authors that they preferred the sobriquet "Innovative." A stated 1988 goal was "no longer to be ignored by library consultants," and the authors deemed this accurate. Innovative sold 27 systems during 1988, and although it has been generally known for its serials/acquisitions control system, the company's sales included nine systems of 65 or more terminals. Innovative sold 18 systems containing three or more subsystems, and this clearly placed the company in an important position in the library automation arena. Innovative reported the successful software migration to the DEC VAX environment, thereby providing the library automation marketplace with another viable option for this hardware line.

NOTIS

NOTIS Systems, Inc. continued in 1988 as the preferred large academic library vendor. The company sold 27 systems, thereby trouncing its nearest competitor by a 50 percent margin. Running on IBM mainframes, the software is very popular in academic computing centers already partial to the Big Blue machines. Currently NOTIS is working to improve public access to information beyond the traditional library bibliographic collection. At Vanderbilt University NOTIS has added the Medline database to the public access catalog, and has permitted database searching via the usual NOTIS search commands. The vendor reported that by mid-1989 this search product will be available to other NOTIS customers, albeit at extra cost. In 1989 the vendor plans to increase the number of NOTIS-searchable databases.

OCLC Local Systems

OCLC Local Systems also enjoyed a good year in 1988, installing 26 LS/2000 systems, including some very large ones. These included a network of 15 Kentucky community college libraries, and the Board of Cooperative Educational Services in New York State. The latter made the Guilderland School District one of the first school systems in New York State to use a minicomputer-based integrated library system. The company also furnished release 1.0 of its ACQ350 microcomputer-based acquisitions control system. Goals for 1989 include a field test of a software product for local storage and searching of reference databases, and a new software release for the SC350 microcomputer-based serials control system.

Sobeco/MultiLIS

As predicted last year, Canada-based Sobeco/MultiLIS had the necessary tools to be extremely competitive in the library automation marketplace. Although Dynix set the record this year for numbers of systems sold, Sobeco/MultiLIS increased its user base from 23 to 55, mostly in Canada. This increase translates into an impressive 139 percent user base growth in a single year. Operating on the popular DEC VAX computer series under the VMS operating system, and on more generic hardware under the standard UNIX operating system, the software provides considerable user flexibility in hardware choices. Baylor University of Waco, Texas chose Sobeco/MultiLIS, and this added a very large academic library to the company's user list. In order to better serve the U.S. market, the company opened sales offices in Washington, D.C. and Norman, Oklahoma. Goals for 1989 include a new RISC computer providing an increased price/performance benefit. Serials control, interlibrary loan, and a multiuser MARC conversion package are some of the anticipated upcoming software developments. The authors anticipate a continued aggressive attack by this vendor on the U.S. library automation market.

UNISYS

UNISYS, another newcomer to close-up profiling in this marketplace analysis, has a user base that includes a wide range of library types and locations, including considerable numbers of international users. The company accomplished several important goals during 1988. These included an interlibrary loan module, E-mail, a PC version of its library automation software, and customer testing of its UNIX-based version of its software. Goals in 1989 are the completion and release of its UNIX-based software, and the enhancement of its library automation mainframe software.

Utlas

As in 1987, Utlas remained one of the smaller system suppliers in 1988, selling three systems. Nevertheless two of these were among the largest system configurations, exceeding 125 terminals each. Although the company's traditional niche has been the large system market, the adoption of the smaller Tandem CLX series computer would permit the vendor to pursue the medium-sized library market. Utlas reported that it experienced some slippage in software release dates during 1988, all related to personnel changes. Currently the vendor

Table 5: Interfacing with MARC

Vendor	OSI Reference Model	LC MARC	OCLC MARC	RLIN MARC	US MARC	CAN MARC	AUS MARC	UK MARC	INTER MARC	UNI-MARC	UTLAS MARC	Other Communication Standard
Advanced Libraries		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	
CARL	levels 1-5	✓	✓	✓	✓	✓					✓	BISAC, TCP/IP, Serials NISO summary & detailed holdings
Carlyle	levels 1-4 levels 5-7 will implement											Standard patron record when available
CLSI	levels 1-3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	UNIX, POSIX (IEEE 1003.1-1988), X.25
Comstow		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Converts all MARC to proprietary non-MARC format
DRA	all	✓	✓	✓	✓	✓					✓	X.400,ISBN,ISSN,Serials holdings,nonserial holdings, serials orders,claims,cancellations; other proposed standards
Dynix	levels 1-5	✓	✓	✓	✓	✓	✓	✓	✓	✓		BISAC SISAC-proposed; NISO summary serials & monographs holdings
			✓									Standard patron and item record when available
Geac	levels 1-7 for records transfer	✓	✓			✓	✓	✓	✓	✓		BISAC/SISAC X.25
IBM/DOBIS		✓	✓	✓	✓	✓		✓		✓		
Info Dimensions			✓									
INLEX		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	Input/output all MARC bibl & authority records
Innovative Interfaces	will commit	✓	✓	✓	✓	✓					✓	TCP/IP, BISAC, Ethernet, RS-232
NOTIS	under development	✓	✓	✓	✓						✓	USMARC for holdings/locations
OCLC LS/2000	levels 1-3 levels 4-7 under development	✓	✓	✓	✓	✓	✓	✓	✓	✓		Serials claims, BISAC ordering, serials holdings-summary/detailed
Pueblo												
Sobeco/MultiLIS	under development	✓	✓		✓	✓					✓	Serials holdings, ILL, X.25 X.400, UNIX System V
ULISYS	under development				✓	✓						USMARC for holdings
UNISYS	for UNIX		✓				✓					
Utlas	levels 1-5 5-7 under development	✓	✓	✓							✓	BISAC, X.25
VTLS	under development				✓		✓	✓				FIN MARC, LIBRIS MARC MALMARC, USMARC for holdings/locations

has several software products in quality assurance testing it claims will be released during 1989. These include public access catalog enhancements, authority control, and acquisitions and serials control subsystems.

VTLS

VTLS, Inc. experienced considerable growth during 1988. The company opened two new offices in Europe, one in Finland and one in Sweden. Using the durable Hewlett Packard Series 3000 minicomputers, VTLS was awarded H/P National Account Program status, placing the company in the top three percent of all third-party software and value-added vendors. The software was redesigned to run on the new H/P high-end 900 series, thereby allowing VTLS users the capability of very large computer networks. A new and extensive software release is anticipated in March 1989. New enhancements include multilingual displays, LIBRIS MARC and FINMARC compatibility, and a journal indexing subsystem.

Table 6: Size of Installations

Vendor	Smallest Library Installed		Largest Library Installed	
	Terminals	Titles	Terminals	Titles
Advanced Libraries	1	15,000	200+	1,000,000
CARL	100	200,000	600+	3,500,000
Carlyle	4	32,000	131	1,400,000
CLSI	4	21,840	290	983,750
Comstow	2	5,000	Undefined	400,000
Data Research Assocs.	5	20,000	500+	1,400,000
DOBIS	1	50,000	1,000+	2,000,000+
Dynix	3	8,000	200	750,000
Geac	3	30,000	240	1,600,000
Information Dimensions	Undefined	3,000	Undefined	150,000
INLEX	4	3,000	68	320,000
Innovative Interfaces	1	5,000	190	1,000,000
NOTIS	26	26,000	1100+	5,200,000
OCLC LS/2000	1	1,000	160	1,000,000
Pueblo	9	72,000	72	200,000
Sobeco/MultiLIS	4	10,000	200	2,000,000
UNISYS	7	7,000	678	1,200,000
Universal Lib. Systems	8	52,379	238	587,576
Utlas	18	80,000	225	3,000,000
VTLS	6	6,000	170	5,000,000

Source List

Advanced Libraries &
Information, Inc.
Div. of Geac Computer
2570 S. Beretania St.
Honolulu, HI 96826
808-973-1111

Brodart Lib. Auto. Div.
500 Arch St.
Williamsport, PA 17705
800-233-8467

CALS Services Group, Ltd.
133 McKinstry Dr.
Elgin, IL 60120

CARL Systems, Inc.
777 Grant St., Suite 304
Denver, CO 80203
303-861-5319

Carlyle Systems, Inc.
5750 Hollis St.
Emeryville, CA 94608
800-274-4274

Centel Information, Inc.
11400 Commerce Park Dr.
Reston, VA 22091
800-843-4850

Centennial Coll./
Bibliocentre
80 Cowdray Ct.
Scarborough, Ontario
Canada M1S 4N1

CLSI, Inc.
320 Nevada St.
Newtonville, MA 02160
800-365-0085

Columbia Computing Svcs.
8101 E. Prentice Ave.
Englewood, CO 80111-2911
800-663-0544

Comstow Info. Svcs.
249 Ayer Rd., PO Box 277
Harvard, MA 01451-0277
508-772-2001

Data Research Assocs., Inc.
1276 N. Warson Rd.
St. Louis, MO 63132-1806
800-325-0888 (US)
800-331-3515 (Canada)

Data Trek, Inc.
167 Saxony Rd.
Encinitas, CA 92024
619-436-5055

Dougherty County PL
300 Pine Ave.
Albany, GA 31701-2533
912-431-2900

Dynix, Inc.
151 E. 1700 S.
Provo, UT 84601
800-288-8020
801-375-2770

Easy Data Systems, Inc.
401-1200 Lonsdale Ave.
N. Vancover, B.C.
Canada V7M 3H6
604-986-8261

EBSCO Subscription Svcs.
PO Box 1943
Birmingham, AL 35201
205-991-6600

Eyring Research Inst., Inc.
[see CARL Systems, Inc.]

F.W. Faxon Company
15 Southwest Park
Westwood, MA 02090
617-329-3350

Follett Software Company
4506 Northwest Hwy.
Crystal Lake, IL 60014
800-323-3397

Gaylord Bros. Lib. Auto.
PO Box 4901
Syracuse, NY 13221
800-634-6304
315-457-5070

Geac Computers, Inc.
350 Steelcase Rd. W.
Markham, Ontario
Canada L3R 1B3
416-475-0525

General Research Corp.
5383 Hollister Ave.
PO Box 6770
Santa Barbara, CA 96130
800-235-6788

Georgetown University
Dahlgren Memorial Library
3900 Reservoir Rd. NW
Washington, DC 20007
202-625-7673

HCE Lib. Auto. Systems
PO Box 1853
Burleson, TX 76028
817-447-2969

IBM/DOBIS
Library Marketing
472 Wheelers Farms Rd.
Milford, CT 06460
203-783-7350

Information Access Corp.
11 Davis Dr.
Belmont, CA 94002
415-591-2333

Information Dimensions
655 Metro Place S., Suite 500
Dublin, OH 43017-1396
800-DATA-MGT

INLEX, Inc.
1900 Garden Rd., Suite 200
Monterey, CA 93942
800-553-1202

Innovative Interfaces
2344 Sixth St.
Berkeley, CA 94710
800-444-2344

Library Automation Prods.
875 Ave. of the Americas
New York, NY 10001
212-967-7440

Library Corp. of America
(The Intelligent Catalog)
PO Box 40035
Washington, DC 20016
800-624-0559

Library Sys. & Svcs., Inc.
20251 Century Blvd.
Germantown, MD 20874
800-638-8725

Midland PL/Dow Memorial
1710 W. St. Andrews Dr.
Midland, MI 48640
517-835-7151

Municipal Software
Consultants, Inc.
3012 Gateway Dr., Suite 290
Irving, TX 75063
214-518-0728

New Age Office Systems
d/b/a New Age/Orbit
798 21st Ave.
Albany, GA 31701
912-888-3986

NOTIS Systems, Inc.
1007 Church St., 2d fl.
Evanston, IL 60201-3622
312-866-0150

OCLC, Inc. (LC/2000)
Local Systems Division
6565 Frantz Rd.
Dublin, OH 43017
800-848-5878
614-764-6000

Penn State LIAS Prog.
E. 506 Pattee Library
University Park, PA 16802
814-865-1858

Philsom Network
Washington University
School of Medicine Library
660 S. Euclid Ave.
St. Louis, MO 63110
314-362-2788

Pike's Peak Library District
(Maggie's Place)
20 N. Cascade Ave.
PO Box 1579
Colo. Springs, CO 80901
303-473-2080, x241

Pueblo Library District
100 E. Abriendo Ave.
Pueblo, CO 81004
303-544-1940

Ringgold Mgt. Systems
PO Box 368
Beaverton, OR 97075-0368
503-645-3502

Sedna Corporation
PO Box 22436
Minneapolis, MN 55422
612-535-2326

SIRSI Corporation
2904 Westcorp Blvd.
Huntsville, AL 35805
205-536-5881

Sobeco (MultiLIS)
505 Dorchester Blvd. W.
Montreal, Quebec
Canada H2Z 1Y7
514-878-9090

Sydney Development Corp.
1385 W. Eighth Ave.
Vancouver, B.C.
Canada V6H 3V9
604-734-8822

Systems Control, Inc.
PO Box 10025
Palo Alto, CA 94303
415-494-1165

UNISYS
Public Sector Marketing
PO Box 500
Blue Bell, PA 19424
215-542-6340

Universal Library Systems
1609-F Broadway
Bellingham, WA 98225
206-733-1732

205-1571 Bellevue Ave.
West Vancouver, BC
Canada V7V 1A6

Utlas
80 Bloor St. W., 2d fl.
Toronto, Ontario
Canada M5S 2V1
416-923-0890

Univ. of Wisc. Mem. Lib.
728 State St.
Madison, WI 53706
608-262-2600

VTLS, Inc.
1800 Kraft Dr.
Blacksburg, VA 24060
703-953-3605

Winnebago Software Co.
121 S. Marshall
Caledonia, MN 55921
507-724-5411

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4/18/89

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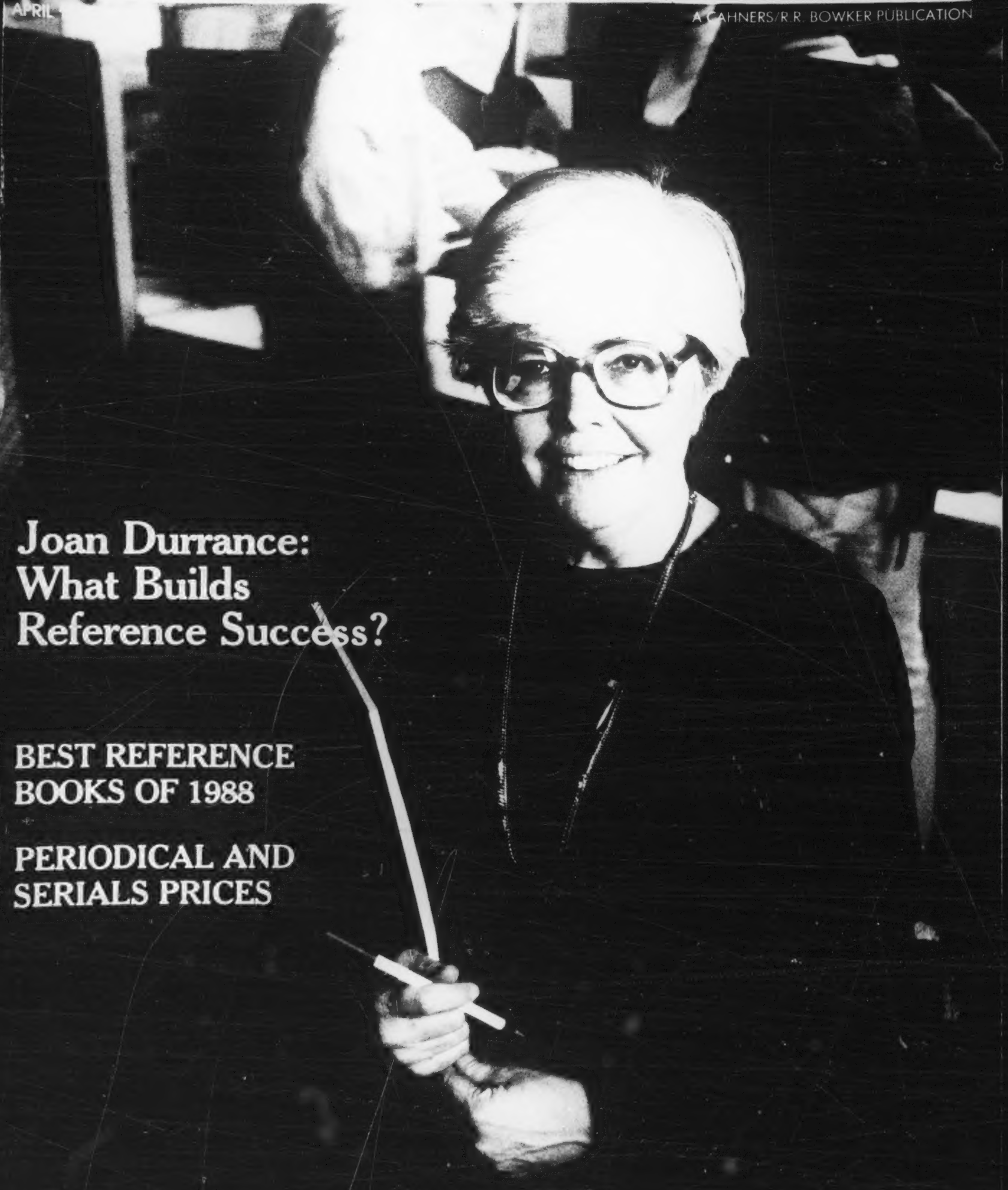

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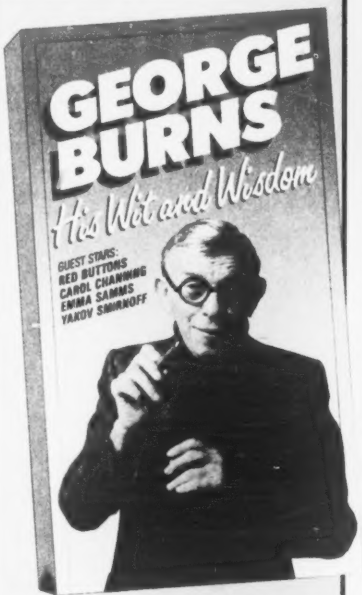

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LIBRARY

Michigan's Durrance stresses environment as the key to the successful reference process. See "Reference Success: Does the 55 Percent Rule Tell the Whole Story?" page 31-36. Photograph by Eric Smith

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"The environment seems as much to interfere with as to facilitate an effective reference interview"

REFERENCE SUCCESS:

Does the 55 Percent Rule Tell the Whole Story?

By Joan C. Durrance

A DECADE AGO, Mary Jo Lynch suggested that the public may not be well served by the environment in which the reference interview takes place.[1] That environment, she noted, results in interviews between librarians and library users (this profession is still reticent about the term "client") that are quite different from those conducted by other professionals.

There has been little investigation into the influence of the environment on the success of the reference interview. In addition, the public knows very little about the work of the professionals in libraries who are called, quaintly, librarians. Studies show that although 95 percent of the general public know that they can check books out of the library, far fewer know that libraries provide information service.[2] Furthermore, those who study the information needs of citizens find that only a small proportion of the public seeks information at the library.[3]

Accuracy has become the primary measure of the success of the reference interview. Using accuracy as the criterion for success, research using unobtrusive testing so consistently shows that librarians provide the correct answer only about half the time that Hernon and McClure have coined the 55 percent rule to describe reference success.[4]

The premise of these studies is that librarians fall short as information providers because they frequently fail to give accurate information. Most studies of the reference interview do not examine the impact of the environment in which it occurs. Given the nature of the environment, accuracy may not be the most appropriate measure of success.

In most professions, the client-professional interaction is enhanced by an environment that the professional controls and the client understands. Most professionals shape and control the environment in which they work and use it as a means of communicating and facilitating their client interactions. It determines the nature of the encounter between the professional and the client—physician and patient, attorney and client, loan officer and customer.

The study

This article, based on an unobtrusive study of the reference interview and the environment in which it occurs, examines the influence of 1) the setting of the reference interview on the interaction, and 2) accu-

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ERIC SMITH

Author ***Joan Durrance*** *(r.) conducts a reference interview at the library of the University of Michigan*

racy and several other factors associated with librarian behavior on the success of the reference interview. Although most researchers who apply unobtrusive techniques use accuracy as the measure of reference interview success, the measure chosen by this researcher is the willingness of the inquirer to return to the same staff member at a later time.

The study was carried out over a one-year period by master's students enrolled in the University of Michigan School of Information and Library Studies. These students observed 266 reference interviews in 142 public, academic, and special libraries. Before participating in the study, students examined the literature of the reference interview and were prepared for data collection by the principal investigator.

Observations were made during breaks in the academic calendar to avoid oversampling libraries in the Ann Arbor area. Students prepared a reference question of importance to them with which to test the *modus operandi* of reference librarians. They either asked their question of a library staff member themselves or observed the interaction between a colleague and a librarian. In either case the librarian was not aware of the observation.

The data collection instrument included questions developed and reported in the literature by Schwartz and Eakin, Olsen, and Durrance; it provided for structured responses to 1) the activity of the staff member when the observer approached him or her; 2) the question and the nature of the response; and 3) library staff performance based on interpersonal behavior, interviewing skill, and search strategy.[5] (See Tables 1, 2, and 3.)

The observers were asked to decide if the staff member who responded to the inquiry was a librarian and to rank the contribution of various environmental and other clues to the decision. They were to indicate, given the option, whether they would return to the person who answered their question. This became the operational measure of success and was used to test the impact of interpersonal behavior and interviewing skills on the success of the reference interview.

Immediately following each interview, observers recorded responses to the reference interview on a five-page data-collection instrument, and each observer also submitted a narrative description of the environment and the interaction. Data were analyzed using statistical and text-organizing packages. Selected observations of students are included in this article.

Results: the libraries

The interviews were conducted in libraries from Vermont to California, with about two thirds in Michigan: 58% were in public libraries, 37% in academic, and the rest in government or special libraries.[6] In all, 142 different libraries were visited. Several libraries in the Ann Arbor area had multiple visits, but 86% of the libraries were visited either once or twice. Libraries in this study varied in size from public libraries with less than 49,000 volumes to the Library of Congress. Most academic libraries had between 150,000 and 499,000 volumes. Public libraries ran the full range of size, but 90% had fewer than 500,000 volumes; 19% less than 49,999; 24%, 50,000–99,999; and 17%, 100,000–499,999.

The reference environment

Although the physical arrangement of the reference area in these libraries varied considerably, the setting of the reference interview was usually either a desk or a counter marked "Reference" or "Information" or not marked at all. Occasionally the Reference Desk was separate from an Information Desk, where the function was to respond to directional questions and to screen and route questions.

Typically the observer described a situation where the librarian was seated at a desk, usually equipped with a telephone and sometimes also with a computer. The library staff member, often seated at the desk, usually faced the patron who stood. There was seldom a chair provided for the inquirer. Most librarians did not remain seated, however. They frequently moved around the reference room taking the inquirer to various sources of information. When a counter separated the librarian from the inquirer, both were likely to stand during the interviews.

The specific physical arrangement was less important than the messages transmitted to the inquirer by the environment about the functions that are supposed to occur at that desk. Some environments communicated very poorly to these trained observers, who are, of course, much more sophisticated than the general public about what goes on in libraries. Many observers had trouble identifying the reference desk.

Some environments clearly indicated the function of the desk using, of course, library terminology, "Reference Desk"; others identified the type of occupant; some even identified the individual at the desk, "Mary Doe, Reference Librarian."

In the environment created by the physician, the patient always knows when s/he is talking with the doctor. The librarian's environment does not send such clear messages. The observers in this study were asked to indicate whether they thought they had worked with a librarian, a library assistant, or a student and, in addition, how sure they were of their choice.

This question, of course, would seldom need to be asked of the intelligent client of any other professional. One hundred and thirty-six of the observers (68%) said that they thought they had worked with a librarian, but only 35% of them felt quite sure. Forty-six of the observers thought they had worked with an assistant of some sort, but only four were absolutely sure; 17 believed they had worked with a student, but only one had no doubts.

Signage & other environmental clues

The use of signage or a name tag sometimes provided proof of identity.

> It was easy for me to identify the staff member who helped me as an information professional since she was wearing a tag with her name and title.

Signage helps the environment make more sense to the user. Signage varied considerably in these libraries. Signs indicating the *functions* occurring at a desk, i.e., "Reference" or "Information," were more frequent than those indicating the *performer* of the function, "Reference Librarian" or "Librarian." (It is interesting to remember that reference terminology was put into place nearly a century ago and at that time reflected more nearly what actually occurred at the reference desk—in most libraries, patrons were *referred* to books and librarians did not provide information services.) Nameplates or tags indicating the name of the performer were seen even less frequently.

Many observers relied on environmental clues, including signs, when deciding if the staff member who served them was a librarian; 58% ranked environmental clues at four or five (on a scale of one to five) as factors that led them to believe that the staff member with whom they had been working was a librarian. Observers who were sure that the individual they had dealt with was a librarian often extrapolated that information from clues provided by signs.

> The sign on the wall behind the desk said "Reference Librarian."
>
> There was a large sign in front of the medium-sized oak desk labeled "Information" and a desktop sign reading, "Lettie Baldwin, Librarian."

Signage was at times a source of confusion. Does a sign over the desk that says "Information" or "Reference" mean that anyone who is seated behind the desk is a librarian? Or, does a sign reading "Reference Librarian," which intermittently appears and disappears from a desk, mean, as one observer concluded, that when the sign is there a librarian is working and when it is absent, the staff member is not a librarian?

When there were no clues such as signage or a name tag, observers used other environmental clues to help them make their decisions.

> I was able to identify the individual who assisted me as a staff member because she walked out of a staff-only area behind the counter and approached the telephone which was on the counter.

The environment may send erroneous messages. At one reference desk in a university divisional library late one evening, the observer approached a young man seated behind a reference desk with a reference question, only to be told that he was a friend of the "librarian." When the "librarian" emerged from the stacks, the observer concluded from her age, her casual clothing, and her bright pink hair that she was not a librarian either.

Appearance

Appearance of the staff member (including age and dress) plays an important role in helping observers make decisions, especially when the environment fails to send a clear message; 56% used environmental clues to decide if they had been working with a librarian. Well-dressed, older individuals were assumed to be librarians while casually dressed, younger people were thought to be students.

> I think the man I worked with was a librarian. He was older and fairly well dressed. A person approximately 20 years of age and wearing jeans who had a picture ID on her shirt came up to him and waited deferentially until he had stopped helping me. I assume she was an assistant of some sort.

Evidence of professional skill

The actions of staff members played an important part in the decisions of observers; 63% drew conclusions based on the expertise showed by the staff member. Interviewing and listening skills, including being able to determine the level of need, and the ability to provide an appropriate answer, were seen as evidence of professional skill.

Accuracy, the use of an effective search strategy, and providing a satisfactory response were even more closely associated with the professional librarian by the observers. These qualities helped the observers decide that they had been working with a librarian. Evidence of expertise led students to believe that certain staff members were librarians, while others who apparently lacked expertise were thought to be students or nonprofessionals.

Table 1
Interpersonal Skill of the Librarian

	Friendly		Interested		Self-Confident		Nonjudgmental		Comfortable	
Rank	**NLTR**	**WR**	**NLTR**	**WR**	**NLTR**	**WR**	**NLTR**	**WR**	**NLTR**	**WR**
1 (Low)	13 (100%)	0 (0%)	19 (94%)	1 (6%)	7 (100%)	0 (0%)	5 (100%)	0 (0%)	8 (100%)	0 (0%)
2	24 (89)	5 (11)	29 (90)	4 (10)	20 (76)	6 (24)	10 (73)	3 (27)	40 (96)	2 (4)
3	29 (60)	18 (40)	26 (49)	28 (51)	26 (53)	21 (47)	23 (71)	9 (29)	30 (54)	26 (46)
4	19 (21)	57 (79)	14 (15)	73 (85)	26 (31)	58 (69)	22 (34)	36 (66)	15 (15)	65 (85)
5 (High)	12 (12)	89 (88)	9 (14)	62 (86)	18 (19)	84 (81)	30 (23)	110 (77)	6 (9)	76 (91)
Total	**97 (36%)**	**169 (64%)**	**97 (37%)**	**168 (63%)**	**97 (36%)**	**169 (64%)**	**90 (36%)**	**158 (64%)**	**99 (37%)**	**169 (63%)**

NLTR = Not Likely To Return; WR = Would Return

Table 2
Interviewing and Listening Skills

Rank	Interview Skill		Determined Need		Met Time Frame	
	NLTR	WR	NLTR	WR	NLTR	WR
1 (Low)	32 (85%)	5 (15%)	30 (87%)	3 (13%)	25 (86%)	3 (14%)
2	33 (85)	6 (15)	28 (78)	7 (22)	21 (76)	8 (24)
3	20 (38)	37 (62)	21 (44)	32 (56)	17 (46)	15 (54)
4	9 (16)	57 (85)	15 (19)	52 (81)	17 (26)	43 (74)
5 (High)	1 (2)	57 (98)	1 (2)	69 (98)	11 (14)	86 (86)
Total	**95 (37%)**	**162 (63%)**	**95 (37%)**	**163 (63%)**	**91 (37%)**	**155 (63%)**

NLTR = Not Likely To Return; WR = Would Return

Table 3
Searching Skills

Rank	Strategy		Accuracy		Satisfied w/answer	
	NLTR	WR	NLTR	WR	NLTR	WR
1 (Low)	14 (90%)	1 (10%)	22 (94%)	1 (6%)	37 (84%)	6 (16%)
2	26 (84)	4 (16)	24 (76)	9 (24)	35 (73)	10 (27)
3	28 (54)	25 (46)	18 (48)	15 (52)	15 (41)	16 (59)
4	15 (22)	54 (78)	12 (21)	47 (79)	9 (20)	34 (60)
5 (High)	11 (14)	80 (86)	15 (18)	82 (82)	11 (13)	93 (87)
Total	**94 (36%)**	**164 (64%)**	**91 (37%)**	**154 (63%)**	**107 (40%)**	**159 (60%)**

NLTR = Not Likely To Return; WR = Would Return

> The librarian asked open-ended questions and paraphrased my question and then asked, "Is this what you want?" probing until she was able to find out what I needed.

These clues were often in conjunction with environmental or appearance clues.

> While I was never able to positively identify the person who worked with me as a librarian, I made the assumption that she was, based on two factors: she was sitting at the counter and I observed her helping students with the *Reader's Guide*. (The library provided no other clues).

Occasionally conflicting clues confused the observers.

> I got mixed signals. Her competence level was very high, but she looked like a student.

When libraries were initially designed, the information function was minimal, but past decades have brought major changes in information giving in libraries. If the trained observer has difficulty interpreting the present reference interview environment, it is no wonder that the general public has little understanding of the information functions of libraries. The findings presented above suggest that many libraries may make it necessary for librarians to compensate for a dysfunctional reference environment and that measures of success should reflect its influence.

Willingness to return

The reference environment that sends out garbled messages about the information function places an extra burden on librarians and limits the effectiveness of the reference interview. Given the constraints discussed above, the remainder of the article examines the actions of the professionals who operate in this environment and compares accuracy as a measure with other factors.

Accuracy is the primary measure used in unobtrusive studies of the success of the reference interview. It has many advantages as a measure: tests for accuracy are fairly easy for a researcher to construct, replicate, administer, and interpret. However, a number of factors in addition to accuracy contribute to reference success.

In this study, a measure of success was chosen that focuses more broadly on the client-professional interaction—the willingness of the inquirer to return to the staff member with another question at a later time. This measure permits the examination of accuracy within the context of other factors that contribute both to the success of the reference interview and the client professional relationship.

"Willingness to return" permits a comparison of accuracy and other factors, including staff activity upon approach, the observer's ability to identify the professional, interpersonal style, interviewing skill, and search strategies used. Using this definition of success, approximately 63 percent of the interviews were successful, a figure only slightly higher than that which is obtained when accuracy is used as the measure of success.

Activity of staff upon approach

As Bunge and Murfin found recently, what the staff member was doing when approached seems to have an effect on the success or failure of the interview.[7] When the librarian was either free or had been working with another patron when approached, over half of the observers said that they would probably return to him or her.

Less than one in five said that they would return to a staff member when they found it necessary to wait for him or her to return to the desk, when s/he had been engaged in another activity such as professional work, or when s/he had been in a discussion with another staff member. Some of the observers whose question had interrupted a library staff member's activity reported that the librarian's body language or manner conveyed a message that what had been going on was of more importance than the interrupting question.

Name identification

Present practice discourages name identification. However, there is no evidence to indicate that this results in effective practice and there is a growing body of writing that criticizes this practice.[8] It is not surprising then, that less than one in five of the observers discovered the name of the librarian. Those who did were more than three times as likely to say that they would return to that individual another time. One observer who learned the name of the library staff member was especially satisfied with the reference interview.

> After she had completed the reference discussion, the librarian said, "My name is Mrs. Drummond, and if you

> need any more help, I will be back from lunch in a half hour." Needless to say, this librarian was exceptional in all respects.

Several who did not learn the name of the librarian were frustrated by shift changes and the need to start all over again with a new staff member when they returned to the desk after following up on a lead provided by the librarian. One persistent observer who sought to learn the name of a librarian so that his partially answered question might be completed at a later time was rebuffed.

Variables that influence success

Several researchers have tested factors that are positively associated with providing accurate answers. For example, Gers and Seward reported on factors that contributed toward providing accurate answers in a statewide unobtrusive study.[9] Most of the factors tested in this study, similar to some tested by Gers and Seward, were presented by Schwartz and Eakin.[10]

They may be grouped as follows: 1) the interpersonal skill or style of the librarian, as exhibited by: friendliness, interest in the question, self-confidence, being nonjudgmental, and the ability to make the questioner feel comfortable; 2) interviewing and listening skills, including technique, the ability to determine level of need, and providing an appropriate answer within the questioner's time frame; and 3) the effectiveness of the librarian's approach to the question, including: search strategy, accuracy, and the ability to provide the questioner with a satisfactory answer.

Interpersonal variables

Librarians varied in their interpersonal skills. Observers frequently gave librarians the highest ranking (5) on the quality of being nonjudgmental (57%); less than four in ten exhibited either a great deal of friendliness or self-confidence; less than a third made the questioner feel quite comfortable; and finally, only slightly more than a quarter showed the highest level of interest in the question.

Comments on the positive effect of the staff member's interpersonal skills on the reference interview show the impact these traits had.

> The staff member's openness and friendliness took away any pressure or awkwardness that could be felt when asking for help in this strange, public situation.
>
> Her demeanor was not in the least condescending or forbidding. It invited more questions. She was very self-confident.

"Most studies of the reference interview do not examine the impact of the environment in which it occurs. Given the nature of the environment, accuracy may not be the most appropriate measure of success"

At the other end of the spectrum, we can see the effect of the negative side (a one or two ranking of these same characteristics); 20% showed very little interest in the question, 18% made the observer feel very uncomfortable, 16% were unfriendly, 12% appeared to lack confidence, and 7% appeared to be nonjudgmental. Some observers commented on these negative traits. At times the discomfort began quite early in the interview, most commonly when the librarian was engaged in another activity. The first example represents an interview that began with an audible sigh and seemed to have deteriorated from there:

> This reference interview couldn't have been much more unsatisfactory. The librarian made me feel intrusive. She sighed noisily when I asked my question, was uninterested in my needs, and didn't help me with any alternative suggestions for seeking the information. She never knew whether or not I had been successful; the contrast between the treatment I received and that given to the suited businessmen who were in and out during my visit was extreme.
>
> The man behind the desk—I assume he was a librarian—grimaced upon hearing my inquiry, indicating to me that I had asked a question that would be difficult to answer.

The inclination to return

Table 1, a composite table, is made up from the cross-tabulations between the observer's decision to return to the staff member, and the 11 interpersonal and skill variables. Those who gave high scores to the librarians on the interpersonal variables of comfort, friendliness, and interest in the question were almost certain to say that, given a choice, they would have returned to the same library staff member. So would those who gave a high ranking on the skill variables, determining need and interviewing ability.

The observers in these 266 reference interviews were far more forgiving when library staff members had weak interviewing skills or gave inaccurate answers than they were if the staff member made them feel uncomfortable, showed no interest, or appeared to be judgmental about the question.

A high score on the quality of being nonjudgmental often worked against a librarian—over 20% of those who ranked the librarian as totally nonjudgmental indicated that they probably would not return to her. This quality seems to be overrated by librarians. Likewise highly self-confident staff do not necessarily inspire those who asked them questions to return; 18% of those who rated self-confidence at five said they would not return to the same librarian.

Accuracy, etc., influence success

How does accuracy stack up as a success factor? These findings indicate that accuracy is an important, but not the single, crucial key to the success of the reference interview. When observers gave the librarian the lowest score on accuracy (indicating a totally inaccurate answer), 96% said that if given an option, they would *not* go back again to that person. However, when they indicated that the answer had been largely inaccurate (two on a scale of one to five), over one quarter *were inclined to return* to that same librarian.

On the other hand, nine out of ten observers who gave librarians either a one or a two on the interpersonal variables of friendliness, interest in the question, or comfort level said that they would *not* ask the offending staff member another question. In ranking all the factors, these student observers gave the library staff members the highest scores (5) in the area of search skills and accuracy; 41% were quite satisfied with the answer, 40% judged the answer quite accurate, and 35% felt that the strategy was quite appropriate.

As other studies have shown, librarians frequently have poor interviewing skills.[11] Only one quarter of the librarians were thought to be excellent interviewers (5) and only 27% found out what the questioner really needed. At times, observers expressed their exasperation at staff members who neglected to determine need or who responded poorly to the question.

One commented,

> As a reference desk employee, I must continually remind myself not to fall into the trap this librarian fell into—presupposing a ready answer based on a few key words of a question as they related to her knowledge of the sources.

When lack of listening skills or knowledge were combined with poor interpersonal skills, observers were quite unforgiving.

Questions raised by [illegible] study

Although librarians must be concerned about providing accurate responses, widespread use of accuracy as the primary measure of reference success fails to take into consideration the influence of the environment in which most reference interviews take place. The environment seems as much to interfere with as to facilitate an effective reference interview. Observers in some libraries found that the reference desk was not marked in any way; even more often there was no indication of the nature of the occupant of the reference desk.

Because the environment does not send clear messages to the client about the nature of reference service and its providers, librarians must rely heavily on interpersonal skills to make the library user comfortable enough to be willing to ask a stranger an important question.

It may be that the interpersonal skills of the librarian are of crucial importance because they substitute for the knowledge that most clients have about professionals in other fields, including educational background, professional expertise, and name. No other professionals lack these characteristics. This void may explain why observers were more unforgiving of negative interpersonal qualities than other factors.

Because librarians lack "identities," it is more difficult to distinguish each individual's special knowledge. Since the librarian is so closely identified with the environment in which they operate, their expertise is often assumed to be the same as all others who sit in the same room. If the environment remains much as it was 100 years ago, the nature of the reference interaction is likely to continue to be characterized by the single encounter rather than a true client-professional relationship that occurs over succeeding visits.[12]

The impact of the environment should influence the selection of measures of reference interview success. Researchers must measure the influence of interpersonal qualities and such skills as the ability to provide accurate answers. Appropriate measures are the key to finding out what changes must be made.

This study suggests, given a continuation of the present environment, that librarians must appear more interested in the questions they receive and make greater efforts to make their patrons feel comfortable. They must also improve their interviewing skills and do a much better job of finding out what the patron really needs. Because the environment makes it difficult for a person to go back to the librarian for more information, providing an accurate answer at the time a question is asked may be more important than it would be otherwise.

This study suggests that measuring reference success and taking the corrective action needed to improve reference interviews must be done with the aim of improving the environment as well as increasing the effectiveness of the reference librarians who attempt to operate there. Must we assume that the present reference environment, a vestige of the late 19th century, will continue? How long must the library user interact with an unidentified library staff member at a desk that may not even be marked and that only sometimes identifies the *type* of occupant and even less often its *specific* occupant and virtually *never* indicates their credentials? Are librarians willing to consider altering the environment with the aim of increasing reference success and creating an environment that better serves the public?

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6. Interviews held in the Ann Arbor area, which contains two universities and two colleges, show more academic library representation than the rest of the sample. In all, 23 percent of the interviews were conducted in the Ann Arbor area; and 63 percent of those were in academic libraries.
7. Bunge, Charles A. & Marjorie E. Murfin, "Reference Questions—Data from the Field," in "Current Issues" column, *RQ*, Fall 1987, p. 15-18.
8. See Nielson, Brian, "Teacher or Intermediary: Alternative Progressive in the Information Age," *College and Research Libraries*, May 1982, p. 183-191; Swope, M.J. & Jeffrey Katzer. "Why Don't They Ask Questions?: The Silent Majority," *RQ*, Winter 1982, p. 161-166; and Friedes, Thelma, "Current Trends in Academic Libraries," *Library Trends*, Winter 1983, p. 457-474.
9. Gers & Seward.
10. Schwartz & Eakin.
11. See Hernon & McClure (1986, 1987) and Gers & Seward.
12. See Durrance.

The 29th annual survey of U.S. periodical prices

Price Index for 1989: U.S. Periodicals

By Peter R. Young & Kathryn Hammell Carpenter

THIS ANNUAL price index survey and analysis of U.S. periodical prices for 1989 provides an economic indicator of average annual periodical prices in a comparative historical context. This year's price study represents the 29th index published under the sponsorship of the Library Materials Price Index Committee (LMPIC) of the Resources and Technical Services Division of the American Library Association. For the fifth consecutive year, it is based on information supplied and compiled by The Faxon Company. As in years past, joint authorship of this index reflects shared responsibility for price survey data and trend analysis by ALA's LMPIC and Faxon staff.

Because of Faxon's close relationship with periodical publishers, Faxon representatives continue to serve as consultants to serial price studies sponsored by LMPIC. Faxon's automated subscription service database, containing records for over 200,000 domestic and foreign periodical and continuation titles, serves as the subscription price information source for the U.S periodical titles selected for this 1989 survey.

Purpose, scope, and methodology

The purpose of this survey is to provide current information about the pricing practices of periodical publishers as reflected in a survey measuring the relative change in the average price to U.S libraries of subscriptions to U.S. periodical titles over previous years. This information is of use to libraries for budgeting, planning, and cost analysis purposes. In addition, survey data included in this index are intended for use in periodical price trend research measuring and comparing the extent of price changes by general subject categories on a periodic basis. This study follows criteria established in the ANSI Z39.20-1983 Standard for Library Material Price Index Criteria.[1]

The scope of this price index study is limited to a selected sample of 3,942 periodical titles published in the United States, each of which is priced, and meets the criteria established in ANSI Z39.20-1983: each periodical title surveyed represents "a publication that constitutes one issue in a continuous series under the same title, published more than once a year over an indefinite period, with individual issues in the series numbered consecutively or with each issue dated. Newspapers are excluded."

In order to maintain continuity with previous years' indexes, the 1989 index is based upon those same periodical titles as in previous years, except for those titles that ceased publication or otherwise changed for the 1989 subscription year so as to no longer conform to the standard. Serial services, microform editions, electronic journals, annuals, and serial

Table I: Subject Categories in Rank Order by Average Subscription Price for 1989

Rank 1986	Rank 1987	Rank 1988	Rank 1989	Category	Average Subscription Price, 1989
1	1	1	1	Soviet Translations	$621.70
2	2	2	2	Chemistry & Physics	367.99
3	3	3	3	Medicine	199.22
4	4	4	4	Mathematics, etc.	173.21
5	5	5	5	Zoology	142.13
6	6	6	6	Engineering	128.37
7	7	7	7	Psychology	114.52
8	8	8	8	Sociology & Anthropology	66.73
11	11	9	9	Home Economics	60.92
9	9	11	10	Journalism & Communications	58.13
10	10	10	11	Business & Economics	57.93
12	12	12	12	Library & Information Sciences	54.45
13	13	13	13	Education	51.43
17	17	15	14	Labor & Industrial Relations	50.65
14	14	14	15	Industrial Arts	48.68
16	16	16	16	Law	46.01
15	15	17	17	Political Science	45.03
18	18	18	18	Agriculture	36.62
19	19	19	19	Fine & Applied Arts	35.07
21	21	20	20	History	32.27
22	22	21	21	Physical Education & Recreation	30.16
20	20	22	22	General Interest Periodicals	29.69
23	23	23	23	Literature & Language	29.41
24	24	24	24	Philosophy & Religion	28.62
25	25	25	25	Children's Periodicals	16.95
				U.S. Periodicals Index Excluding Soviet Translations	$85.37
				U.S. Periodicals Index Including Soviet Translations	$114.07

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Table II: Subject Categories in Rank Order by Percentage of Increase of 1989 Average Subscription Price over 1988

Rank 1986	Rank 1987	Rank 1988	Rank 1989	Category	Percent Increase 1987 over 1986	Percent Increase 1988 over 1987	Percent Increase 1989 over 1988
10	21	1	1	Labor & Industrial Relations	4.1	14.0	15.0
7	9	8	2	Psychology	10.0	9.3	13.9
6	4	5	3	Engineering	11.7	11.0	11.8
1	10	2	4	Zoology	9.8	12.8	11.6
3	6	4	5	Chemistry & Physics	11.4	12.2	11.5
2	17	3	6	Home Economics	6.8	12.5	11.3
5	5	15	7	Medicine	11.6	6.7	10.3
1	20	16	8	Industrial Arts	4.3	6.6	10.2
4	12	11	9	Agriculture	8.4	7.8	9.1
18	18	19	10	Journalism & Communications	6.6	5.4	8.9
2	3	9	11	Mathematics, etc.	12.4	9.1	8.7
8	1	20	12	Political Science	13.5	4.0	8.4
14	13	17	13	Fine & Applied Arts	8.1	6.0	8.1
12	16	14	14	Business & Economics	6.9	6.9	7.5
9	15	6	15	Education	7.0	10.7	7.3
21	19	9	16	History	6.1	9.1	7.0
16	11	10	17	Law	9.3	8.8	6.2
19	24	18	18	Philosophy & Religion	3.0	5.8	5.6
13	2	16	19	Library & Information Sciences	13.1	6.6	5.5
13	17	12	20	Physical Education & Recreation	6.8	7.2	5.4
20	23	21	21	General Interest Periodicals	3.1	1.8	5.0
11	7	7	21	Soviet Translations	11.3	10.2	5.0
15	22	13	22	Literature & Language	4.0	7.0	4.9
3	14	16	23	Sociology & Anthropology	7.1	6.6	3.8
17	8	11	24	Children's Periodicals	10.4	7.8	3.4
				U.S. Periodicals Index Excluding Soviet Translations	9.9	9.1	9.5
				U.S. Periodicals Index Including Soviet Translations	10.3	9.4	8.2

Table III: Average of Average Annual Percentages of Increase Since 1981 by Broad Subject Categories (Excluding Soviet Translations)

GENERAL INTEREST & CHILDREN'S PERIODICALS	
General Interest	4.7
Children's	9.0
BOTH CATEGORIES	6.8*
HUMANITIES	
Fine & Applied Arts	7.3
Literature & Language	7.6
Philosophy & Religion	7.8
ALL HUMANITIES CATEGORIES	7.5*
SOCIAL SCIENCES	
Business & Economics	9.6
Education	9.1
History	8.3
Journalism	8.8
Labor & Industrial Relations	11.8
Law	8.0
Library & Information Sciences	10.1
Physical Education & Recreation	9.1
Political Science	10.0
Psychology	11.9
Sociology & Anthropology	10.4
ALL SOCIAL SCIENCES CATEGORIES	9.7*
SCIENCE & TECHNOLOGY	
Agriculture	10.2
Chemistry & Physics	11.6
Engineering	11.3
Home Economics	10.7
Industrial Arts	10.1
Mathematics, etc.	11.1
Medicine	11.8
Zoology	13.9
ALL SCIENCE & TECHNOLOGY CATEGORIES	11.3*
U.S. PERIODICALS INDEX Excluding Soviet Translations	**10.6**

* Simple average, not weighted average

publications not adhering to the standard definition of periodical are similarly excluded from the sample. Periodicals that change title are considered to be the same publication if volume numbering remains continuous.

To maintain historical continuity with previous years' studies, additional periodical titles meeting the criteria for inclusion in the study over and above the 3,942 selected titles have not been added to the survey title sample. Although selection procedure represents a deviation from ANSI Z39.20-1983, LMPIC's emphasis on historical continuity justifies the title selection methodology.

Subscription price information for the 1989 subscription year is derived from the Faxon online subscription rate file as of January 31, 1989. This price information, added to Faxon's database from data provided directly by publishers, is applicable to academic libraries in the United States. No secondary sources of price information for 1989 subscriptions are consulted as alternate sources in this study. List prices exclude any related service charges or discounts provided to Faxon by publishers.

The 1989 list prices for the 42 titles included in this study, not available through Faxon because of publisher arrangements, were obtained directly from publishers through telephone contact. Prices for the 25 titles included in the 1989 study listed in Faxon's title database as suspended, delayed, slow, or "status-in-question," and for which Faxon has made no payment to publisher for 1989 subscriptions, are carried forward. If these titles reflect no activity for the 1990 subscription year, they will be dropped from next year's index and substitute titles will replace them.

A total of 56 titles included in the 1988 price index study were dropped from the 1989 study for one of the following: 1) title suspended publication; 2) subscription pricing variance; 3) title no longer available on a subscription basis; 4) title available free from publisher; 5) delayed or slow appearance of issues; 6) title no longer published in the United States; and 7) title no longer conforms to the standard definition of periodical due to changes in publication pattern.

Replacement titles for those 56 dropped from the 1989 price index study sample were selected according to criteria established by the LMPIC. These replacement titles for the 1989 index study were selected as substitutes for dropped titles of the same subject category as listed in the 1988 index, on a title-by-title basis. In situations where multiple possible replacement titles were identified, those titles with the greatest number of Faxon client subscriptions were selected for inclusion in the 1989 study.

Replacement titles were identified using *Ulrich's International Periodicals Directory, 1988–1989*, Faxon's INFOSERV: New & Revised Serial Titles database, and Faxon's online file of serial titles available through DataLINX. In addition, the Faxon online databases were consulted for information related to serials undergoing changes in titles or in country of publication. Library of Congress classification, title, date of first issue, publisher, country of origin, and place of publication information for each replacement title was verified in the MARC-S resource database available through the Faxon online network serials system.

Average annual subscription prices charged to libraries and price indexes for each subject category were computed using the methodology specified in the ANSI standard. This procedure involves the following process:

- For each of the 25 subject categories, the total annual 1989 subscription price is divided by the number of titles included in the category to determine an average price by category.
- Each average subscription price for 1989 is divided by the average price for the base period (1977) and multiplied by 100 for each subject category, to arrive at the appropriate 1989 price index for each category.

1989 index highlights

This year's study results show U.S. periodical prices continuing to escalate in 1989, but at a different rate than 1988. The 1989 rate of increase was four percent above last year for U.S. periodicals (not including Soviet Translations) rising to 9.5 percent compared to a 1988 rate increase of 9.1. percent. This 1989 rate of price increase is more gradual than the rate of price increase of eight percent for 1988 compared to 1987. The average subscription price for 1989 (not including Soviet Translations) was $85.37, compared to $77.93 in 1988, a difference of $7.44. The sample size was 3,371 titles.

With Soviet Translations included, the average 1989 U.S. periodical subscription price increased 8.2 percent over 1988. This rate of price increase for all titles in this year's price index study is 13 percent below the 1988 price increase of 9.4 percent compared to 1987. The average 1989 subscription price, including Soviet Translations, was $114.07 compared with $105.45 in 1988, a difference of $8.62. The sample size for 1989 remained at 3,942 titles.

Despite the continuing trend of declining percentage increases from year to year, the prices of U.S. periodicals continue to increase at a more accelerated rate than the rate of increase reflected by the Consumer Price Index (CPI). For the purposes of this comparison, the CPI was recalculated to a base of 1977 as 100 in order to calculate relative rate increases for a common base year.[2]

Rankings of the average subscription prices for the 25 subject catego-

Chart A: CPI vs. USPI

	Index			% Increase Over Previous Year		
	CPI	USPI excl. Sov.Trans.	USPI incl. Sov.Trans.	CPI	USPI excl. Sov.Trans.	USPI incl. Sov.Trans.
1986	180.9 (328.4)	264.3	261.5	1.9	8.9	8.2
1987	187.5 (340.4)	290.4	288.3	3.7	9.9	10.3
1988	195.2 (354.3)	316.9	315.5	4.1	9.1	9.4
1989	(Not yet avail.)	347.2	341.3	--	9.5	8.2

Table IV: Breakdown of Mathematics, etc. Category

Subcategory	No. of Titles			Average Price			% Increase		
	1987	1988	1989	1987	1988	1989	1987	1988	1989
Mathematics	71	73	74	$199.73	$216.18	$232.56	9.8	8.2	7.6
Earth Sciences (incl. Geography titles)	63	63	63	97.85	106.25	116.29	13.1	8.6	9.5
Life Sciences	46	44	44	218.90	244.38	261.16	17.1	11.6	6.9
Botanical Sciences	29	29	29	72.48	76.90	84.86	8.2	6.1	10.4
General Science (incl. Astronomy titles)	29	29	28	77.57	84.93	97.75	7.2	9.5	15.1
MATHEMATICS, ETC.	238	238	238	146.08	159.33	173.21	12.4	9.1	8.7

Table V: Percentage of Titles Increasing in Price Per Subject Category: Three-Year Comparison

Category	1987	1988	1989	Average 1987–89
Agriculture	24	27	28	26
Business & Economics	36	37	39	37
Chemistry & Physics	81	81	85	82
Children's Periodicals	37	23	[illegible]	32
Education	37	35	52	41
Engineering	54	46	58	53
Fine & Applied Arts	39	34	35	36
General Interest Periodicals	28	28	33	30
History	22	21	30	24
Home Economics	78	31	41	50
Industrial Arts	40	35	53	43
Journalism & Communications	39	32	42	38
Labor & Industrial Relations	34	34	40	36
Law	27	33	30	30
Library & Information Sciences	50	36	31	39
Literature & Language	31	35	34	33
Mathematics, etc.	59	55	59	58
Medicine	65	72	77	71
Philosophy & Religion	25	26	29	27
Physical Education & Recreation	23	28	34	28
Political Science	35	33	46	38
Psychology	73	67	69	70
Sociology & Anthropology	40	46	34	40
Soviet Translations	92	97	55	81
Zoology	46	52	59	52
U.S. PERIODICALS INDEX Excluding Soviet Translations	43	41	46	43
U.S. PERIODICALS INDEX Including Soviet Translations	45	44	46	45

Table VI: U.S. Periodicals
(Including Soviet Translations)
1989 Average Prices by LC Classification Codes

Classification code	No. of Titles 1989	Average Price 1989	No. of Titles 1988	Average Price 1988	Average Price 1987	Percent Increase 1989/1988	Percent Increase 1988/1987
A General Works	118	$23.07	113	$23.10	$21.29	-0.1	8.5
B Philosophy, Psychology, Religion	210	55.47	207	48.83	45.69	13.6	6.9
B-BD, BJ Philosophy	39	50.42	37	48.64	45.86	3.7	6.1
BF Psychology	77	98.87	77	82.49	77.92	19.9	5.9
BL-BX Religion	94	22.02	93	21.05	19.91	4.6	5.7
C Auxiliary Sciences of History	13	37.85	12	38.75	37.75	-2.3	2.6
D History: General & Old World	66	42.03	66	38.97	37.17	7.8	4.9
E-F History: America	119	24.71	120	23.17	21.84	6.6	6.1
G Geography, Anthropology, Recreation	157	59.02	154	56.42	50.98	4.6	10.7
G-GC Geography, Oceanography	35	136.78	35	128.98	116.44	6.0	10.8
GN Anthropology	19	77.26	19	72.56	69.81	6.5	3.9
GV Recreation	94	27.98	92	26.79	24.67	4.5	8.6
All other G codes	9	42.33	8	41.38	39.50	2.3	4.7
H Social Sciences	572	62.86	574	58.46	53.90	7.5	8.5
H General	29	66.00	29	58.86	51.98	12.1	13.2
HB-HC Economic theory, hist. & cond.	50	82.06	52	76.26	71.51	7.6	6.6
HD Land, Agriculture, Industry	130	52.28	131	49.15	41.76	6.4	17.7
HE Transportation & Communication	29	39.36	30	38.34	37.82	2.7	1.4
HF Commerce	99	53.82	99	48.98	46.25	9.9	5.9
HG-HJ Finance, Public finance	76	61.72	74	56.94	51.93	8.4	9.7
HM Sociology (General)	28	100.93	29	94.50	87.25	6.8	8.3
HQ Family, Marriage, Woman	43	78.86	41	78.13	73.23	0.9	6.7
HV Social/public welfare, Criminology	47	73.41	47	67.26	64.82	9.1	3.8
All other H codes	41	56.54	42	50.69	48.28	11.5	5.0
J Political Science	77	50.08	78	45.61	44.28	9.8	3.0
K Law	265	47.45	264	44.47	40.65	6.7	9.4
L Education	182	49.20	183	45.12	40.47	9.0	11.5
M Music	38	31.00	38	28.70	27.13	8.0	5.8
N Fine Arts	76	36.43	76	34.24	32.44	6.4	5.5
P Language and literature	223	34.74	225	32.41	30.83	7.2	5.1
P Philology & linguistics	20	57.65	20	53.65	49.00	7.5	9.5
PN Literary history	113	36.69	113	33.97	32.34	8.0	5.0
PR-PS English literature, American literature	41	22.90	42	21.53	20.64	6.4	4.3
All other P codes	49	30.80	50	29.54	27.92	4.3	5.8
Q Science	588	346.68	592	320.22	294.14	7.6	8.9
Q Science (General)	37	134.50	40	119.27	99.55	11.3	19.8
QA Mathematics	108	297.69	107	280.01	266.12	5.9	5.2
QB Astronomy	16	336.50	16	317.12	268.12	5.8	18.3
QC Physics	101	521.71	100	482.61	432.34	7.5	11.6
QD Chemistry	80	493.44	80	459.99	431.10	6.8	6.7
QE Geology	29	188.59	29	177.97	166.10	5.6	7.1
QH Natural History (incl. General Biology)	81	352.26	81	329.67	296.82	6.4	11.1
QK Botany	19	125.63	19	118.26	108.16	5.9	9.3
QL Zoology	53	208.48	53	190.08	174.69	8.8	8.8
QP Physiology	44	332.55	47	290.74	261.05	12.6	11.4
QR Microbiology	20	355.05	20	342.75	327.65	3.5	4.6
R Medicine	277	127.48	276	116.51	108.97	8.5	6.9
R Medicine (General)	36	134.18	36	123.78	119.90	7.8	3.2
RA Public aspects of medicine	34	123.25	34	115.12	113.71	6.6	1.2
RC Internal medicine	108	128.61	105	118.92	108.96	7.5	9.1
RD Surgery	22	113.00	22	100.05	93.41	11.5	7.1
RM Therapeutics, Pharmacy	20	120.73	20	109.75	99.24	9.1	10.6
All other R codes	57	131.57	59	117.02	109.41	11.1	7.0
S Agriculture	216	52.57	215	46.45	42.52	11.7	9.2
S Agriculture (General)	71	59.29	70	54.19	50.04	8.6	8.3
SB Plant culture	47	49.47	48	46.65	43.79	5.7	6.5
SF Animal culture	72	37.31	72	33.89	29.36	9.2	15.4
All other S codes	26	82.09	25	60.50	57.67	26.3	4.9
T Technology	592	147.44	591	135.61	119.06	8.0	13.9
T Technology (General)	29	113.26	28	103.44	96.96	8.7	6.7
TA Engineering, Civil engineering	72	228.90	69	219.09	205.15	4.3	6.8
TD Environmental tech., Sanitary eng.	27	121.72	27	107.76	97.43	11.5	10.6
TH Building construction	26	59.26	25	56.14	48.75	5.3	15.2
TJ Mechanical engineering & machinery	58	213.58	59	194.67	172.75	8.9	12.7
TK Electricrical eng., Electronics	58	180.03	58	163.89	137.92	9.0	18.8
TL Motor vehicle, Aeronautics, Astronautics	30	74.58	30	67.63	65.71	9.3	2.9
TN Mining engineering, Metallurgy	41	273.55	42	257.73	221.48	5.8	16.4
TP Chemical technology	85	211.36	85	190.09	158.80	10.1	19.7
TS Manufactures	63	62.78	64	58.25	53.47	7.2	8.9
TT Handicrafts, Arts & Crafts	32	24.58	32	22.80	22.09	7.2	3.2
TX Home Economics	41	48.92	42	42.37	39.27	13.4	7.9
All other T codes	30	56.63	30	52.30	48.10	7.6	8.7
U-V Military Science, Naval Science	22	23.39	23	26.20	25.02	-12.0	4.7
Z Bibliography, Library Science	131	64.72	130	60.67	56.33	6.3	7.7

ries for 1989, once again this year, demonstrate that periodical titles for Chemistry and Physics represent the highest average subscription price of $367.99, with Soviet Translations excluded. Those titles in the subject category of Children's Periodicals rank lowest in subscription prices with an average price of $16.95. The average 1989 subscription price for all titles included in this study is $114.07, or $85.37 if Soviet Translations are excluded.

Chart A reflects the relationship between the U.S. Periodical Index (USPI) and the Consumer Price Index (CPI) both with and without the inclusion of Soviet Translations. In 1989, the average price of U.S. periodicals (including Soviet Translations) increased 2.3 times the U.S. rate of inflation. When Soviet Translations were excluded, the rate of increase declined slightly, to two times the CPI for 1988. This rate of increase for 1989 is slower than the rate of increase for 1988 which was 2.5 times the U.S rate of inflation with Soviet translations included. This trend represents a stabilization from the 1987 study in which prices were found to increase at a rate five times greater than the CPI.

Table I provides a ranking of the

Table VII: U.S. Periodicals: 1977–1989
Index of 100.0 Equivalent to Average Prices for 1977
Parenthetical information applies to 1989

U.S. PERIODICALS Excluding Soviet Translations
(56 titles dropped; 56 added;
46% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	3,218	24.59	--	100.0
1981	3,425	39.13	13.3	159.1
1982	3,544	44.80	14.5	182.2
1983	3,674	50.23	12.1	204.3
1984	3,731	54.97	9.4	223.5
1985	3,731	59.70	8.6	242.8
1986	3,731	65.00	8.9	264.3
1987	3,731	71.41	9.9	290.4
1988	3,731	77.93	9.1	316.9
1989	3,731	85.37	9.5	347.2

U.S. PERIODICALS Including Soviet Translations
(56 titles dropped; 56 added;
46% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	3,418	33.42	--	100.0
1981	3,629	51.20	12.9	153.2
1982	3,750	58.72	14.7	175.7
1983	3,881	65.74	12.0	196.7
1984	3,942	72.47	10.2	216.8
1985	3,942	80.78	11.5	241.7
1986	3,942	87.38	8.2	261.5
1987	3,942	96.36	10.3	288.3
1988	3,942	105.45	9.4	315.5
1989	3,942	114.07	8.2	341.3

AGRICULTURE
(1 title dropped; 1 added;
28% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	138	11.58	--	100.0
1981	146	17.24	13.1	148.9
1982	149	19.76	14.6	170.6
1983	150	21.27	7.6	183.7
1984	153	24.06	13.1	207.8
1985	153	26.05	8.3	225.0
1986	153	28.71	10.2	248.0
1987	153	31.14	8.4	268.9
1988	153	33.56	7.8	289.8
1989	153	36.62	9.1	316.2

BUSINESS & ECONOMICS
(6 titles dropped; 6 added;
39% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	236	18.62	--	100.0
1981	249	28.88	13.6	155.1
1982	253	32.67	13.1	175.5
1983	257	35.67	9.2	191.6
1984	262	38.87	9.0	208.8
1985	262	44.41	14.3	238.5
1986	262	47.15	6.2	253.2
1987	262	50.39	6.9	270.6
1988	262	53.89	6.9	289.4
1989	262	57.93	7.5	311.1

CHEMISTRY & PHYSICS
(1 title dropped; 1 added;
85% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	135	93.76	--	100.0
1981	163	156.30	13.7	166.7
1982	165	177.94	13.8	189.8
1983	167	207.94	16.9	221.8
1984	170	228.90	10.1	244.1
1985	170	238.43	4.2	254.3
1986	170	264.05	10.7	281.6
1987	170	294.05	11.4	313.6
1988	170	329.99	12.2	352.0
1989	170	367.99	11.5	392.5

CHILDREN'S PERIODICALS
(3 titles dropped; 3 added;
37% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	67	5.82	--	100.0
1981	71	8.56	9.0	147.1
1982	76	9.90	15.7	170.1
1983	78	11.49	16.1	197.4
1984	78	12.21	6.3	209.8
1985	78	13.31	9.0	228.7
1986	78	13.76	3.4	236.4
1987	78	15.19	10.4	239.7
1988	78	16.39	7.8	281.5
1989	78	16.95	3.4	291.2

EDUCATION
(3 titles dropped; 3 added;
52% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	168	17.54	--	100.0
1981	184	25.18	7.4	143.6
1982	190	28.18	11.9	160.7
1983	199	31.36	11.3	178.8
1984	203	34.01	8.5	193.9
1985	203	37.81	11.2	215.6
1986	203	40.47	7.0	230.7
1987	203	43.30	7.0	246.9
1988	203	47.95	10.7	273.4
1989	203	51.43	7.3	293.2

ENGINEERING
(4 titles dropped; 4 added;
(58% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	235	35.77	--	100.0
1981	241	54.55	11.0	152.5
1982	248	61.54	12.8	172.0
1983	265	73.18	18.9	204.6
1984	265	78.70	7.5	220.0
1985	265	84.38	7.2	235.9
1986	265	92.66	9.8	259.0
1987	265	103.49	11.7	289.3
1988	265	114.83	11.0	321.0
1989	265	128.37	11.8	358.9

FINE & APPLIED ARTS
(3 titles dropped; 3 added;
35% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	141	13.72	--	100.0
1981	140	20.51	9.9	149.5
1982	142	23.35	13.8	170.2
1983	145	25.17	7.8	183.5
1984	145	26.90	6.9	196.1
1985	145	27.03	0.5	197.0
1986	145	28.28	4.6	206.1
1987	145	30.58	8.1	222.9
1988	145	32.43	6.0	236.3
1989	145	35.07	8.1	255.6

GENERAL INTEREST PERIODICALS
(3 titles dropped; 3 added;
33% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	161	16.19	--	100.0
1981	172	21.83	9.9	134.8
1982	176	23.93	9.6	147.8
1983	177	26.43	10.4	163.2
1984	181	27.90	5.6	172.3
1985	181	26.41	-5.3	163.1
1986	181	26.95	2.0	166.4
1987	181	27.79	3.1	171.7
1988	181	28.29	1.8	174.7
1989	181	29.69	5.0	183.4

HISTORY
(2 titles dropped; 2 added;
30% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	138	12.64	--	100.0
1981	143	17.96	13.9	142.1
1982	143	20.37	13.4	161.2
1983	151	22.43	10.1	177.5
1984	151	23.68	5.6	187.3
1985	151	25.55	7.9	202.1
1986	151	26.04	1.9	206.0
1987	151	27.64	6.2	218.7
1988	151	30.16	9.1	238.6
1989	151	32.27	7.0	255.3

HOME ECONOMICS
(2 titles dropped; 2 added;
41% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	74	18.73	--	100.0
1981	79	27.34	11.0	146.0
1982	84	34.27	25.3	183.0
1983	88	35.68	4.1	190.5
1984	90	37.15	4.1	198.3
1985	90	41.04	10.5	219.1
1986	90	45.59	11.1	243.4
1987	90	48.67	6.8	259.9
1988	90	54.73	12.5	292.2
1989	90	60.92	11.3	325.3

Table VII (Continued): U.S. Periodicals: 1977–1989
Index of 100.0 Equivalent to Average Prices for 1977
Parenthetical information applies to 1989

INDUSTRIAL ARTS
(1 title dropped; 1 added;
53% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	87	14.37	--	100.0
--				
1981	91	22.62	9.3	157.4
1982	99	27.13	19.9	188.8
1983	104	28.83	6.3	200.6
1984	106	30.40	5.4	211.6
1985	106	35.09	15.4	244.2
1986	106	39.75	13.3	276.6
1987	106	41.45	4.3	288.4
1988	106	44.20	6.6	307.6
1989	106	48.68	10.2	338.8

JOURNALISM & COMMUNICATIONS
(2 titles dropped; 2 added;
42% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	85	16.97	--	100.0
--				
1981	85	29.80	9.0	175.6
1982	86	33.91	13.8	199.8
1983	88	37.39	10.3	220.3
1984	90	39.25	5.0	231.3
1985	90	46.08	17.4	271.5
1986	90	47.54	3.2	280.1
1987	90	50.66	6.6	298.5
1988	90	53.39	5.4	314.6
1989	90	58.13	8.9	342.6

LABOR & INDUSTRIAL RELATIONS
(1 title dropped; 1 added;
40% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	61	11.24	--	100.0
--				
1981	65	21.68	15.1	192.9
1982	65	24.72	14.0	219.9
1983	69	29.22	18.2	260.0
1984	70	29.87	2.2	265.7
1985	70	34.75	16.3	309.2
1986	70	37.14	6.9	330.4
1987	70	38.65	4.1	343.9
1988	70	44.06	14.0	392.0
1989	70	50.65	15.0	450.6

LAW
(7 titles dropped; 7 added;
30% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	229	17.36	--	100.0
--				
1981	242	24.80	7.8	142.9
1982	255	27.53	11.0	158.6
1983	267	29.66	7.7	170.9
1984	273	31.31	5.6	180.4
1985	273	35.13	12.2	202.4
1986	273	36.44	3.7	209.9
1987	273	39.82	9.3	229.4
1988	273	43.33	8.8	249.6
1989	273	46.01	6.2	265.0

LIBRARY & INFORMATION SCIENCES
(4 titles dropped; 4 added;
31% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	89	16.97	--	100.0
--				
1981	103	28.47	22.5	167.8
1982	111	33.52	17.7	197.5
1983	117	36.72	9.5	216.4
1984	118	38.85	5.8	228.9
1985	118	40.66	4.7	239.6
1986	118	42.82	5.3	252.4
1987	118	48.42	13.1	285.3
1988	118	51.61	6.6	304.1
1989	118	54.45	5.5	320.8

LITERATURE & LANGUAGE
(3 titles dropped; 3 added;
34% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	138	11.82	--	100.0
--				
1981	146	17.30	13.1	146.4
1982	156	19.39	12.1	164.0
1983	157	21.19	9.3	179.3
1984	158	23.02	8.6	194.8
1985	158	24.18	5.0	204.6
1986	158	25.21	4.2	213.3
1987	158	26.21	4.0	221.7
1988	158	28.04	7.0	237.3
1989	158	29.41	4.9	248.8

MATHEMATICS, BOTANY, GEOLOGY, & GENERAL SCIENCE
(2 titles dropped; 2 added;
59% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	185	47.13	--	100.0
--				
1981	206	75.62	12.0	160.4
1982	217	87.99	16.4	186.7
1983	228	97.26	10.5	206.4
1984	238	106.56	9.6	226.1
1985	238	116.93	9.7	248.1
1986	238	129.95	11.1	275.7
1987	238	146.08	12.4	310.0
1988	238	159.33	9.1	338.1
1989	238	173.21	8.7	367.5

MEDICINE
(0 titles dropped; 0 added;
77% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	172	51.31	--	100.0
--				
1981	172	86.38	17.7	168.3
1982	172	102.87	19.1	200.5
1983	177	112.72	9.6	219.7
1984	182	125.57	11.4	244.7
1985	182	137.92	9.8	268.8
1986	182	151.77	10.0	295.8
1987	182	169.36	11.6	330.1
1988	182	180.67	6.7	352.1
1989	182	199.22	10.3	388.3

PHILOSOPHY & RELIGION
(2 titles dropped; 2 added;
29% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	107	10.89	--	100.0
--				
1981	111	15.40	4.5	141.4
1982	117	17.92	16.4	164.6
1983	126	20.21	12.8	185.6
1984	130	21.94	8.6	201.5
1985	130	24.30	10.8	223.1
1986	130	24.85	2.3	228.2
1987	130	25.60	3.0	235.1
1988	130	27.09	5.8	248.8
1989	130	28.62	5.6	262.8

PHYSICAL EDUCATION & RECREATION
(2 titles dropped; 2 added;
34% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	130	10.00	--	100.0
--				
1981	139	15.42	11.5	154.2
1982	142	16.91	9.7	169.1
1983	150	19.07	12.8	190.7
1984	151	20.54	7.7	205.4
1985	151	23.72	15.5	237.2
1986	151	24.78	5.3	249.8
1987	151	26.67	6.8	266.7
1988	151	28.60	7.2	286.0
1989	151	30.16	5.4	301.6

POLITICAL SCIENCE
(0 titles dropped; 0 added;
46% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	123	14.83	--	100.0
--				
1981	128	22.69	17.6	153.0
1982	133	25.89	14.1	174.6
1983	136	28.97	11.9	195.3
1984	136	32.43	11.9	218.7
1985	136	32.72	0.9	220.6
1986	136	35.19	7.5	237.3
1987	136	39.95	13.5	269.4
1988	136	41.55	4.0	280.1
1989	136	45.03	8.4	303.6

PSYCHOLOGY
(0 titles dropped; 0 added;
69% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	110	31.74	--	100.0
--				
1981	125	47.27	12.7	148.9
1982	131	54.21	14.7	170.8
1983	136	59.31	9.4	186.9
1984	138	69.74	17.6	219.7
1985	138	76.34	9.5	240.5
1986	138	83.71	9.7	263.7
1987	138	92.05	10.0	290.0
1988	138	100.57	9.3	316.8
1989	138	114.52	13.9	360.8

SOCIOLOGY & ANTHROPOLOGY
(4 titles dropped; 4 added;
34% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	128	19.68	--	100.0
--				
1981	136	31.37	13.8	159.4
1982	145	36.38	16.0	184.9
1983	149	40.54	11.4	206.0
1984	149	43.87	8.2	222.9
1985	149	50.87	16.0	258.5
1986	149	56.31	10.7	286.1
1987	149	60.29	7.1	306.4
1988	149	64.27	6.6	326.6
1989	149	66.73	3.8	339.1

SOVIET TRANSLATIONS
(0 titles dropped; 0 added;
55% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	200	175.41	--	100.0
--				
1981	204	253.79	10.5	144.7
1982	206	298.22	17.5	170.0
1983	207	341.04	14.4	194.4
1984	211	381.86	12.0	217.7
1985	211	453.47	18.8	258.5
1986	211	483.09	6.5	275.4
1987	211	537.54	11.3	306.4
1988	211	592.22	10.2	337.6
1989	211	621.70	5.0	354.4

ZOOLOGY
(0 titles dropped; 0 added;
59% of the titles increased in price)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	81	33.69	--	100.0
--				
1981	88	48.32	8.4	143.4
1982	89	61.07	26.4	181.3
1983	93	70.74	15.8	210.0
1984	94	78.35	10.8	232.6
1985	94	90.75	15.8	269.4
1986	94	102.83	13.3	305.2
1987	94	112.91	9.8	335.1
1988	94	127.33	12.8	378.0
1989	94	142.13	11.6	421.9

average subscription prices for the 25 subject categories included in the survey. Grouping the subject categories into the following nine price ranges, based on 1989 subscription rate prices in U.S. dollars results in the following breakdown:

Under $20	1 category
$20—$29	3 categories
$30—$39	4 categories
$40—$49	3 categories
$50—$59	5 categories
$60—$69	2 categories
$100–$149	3 categories
$150–$199	2 categories
Over $300	2 categories

The rankings differ only slightly from those compiled for 1987 and 1988. Beyond Soviet Translations, Chemistry and Physics titles included in the sample have the next highest average subscription price, followed by those in Medicine and Mathematics. There has been no change in the eight subject categories ranked the highest in average price in the last four years. For 1989, the weighted average price of titles in these eight subject areas was $237.97, or twice the weighted average 1989 subscription price based on all 25 subject categories.

Table II provides a ranking of subject categories by percentage of average annual increase in subscription price in 1989 over the average reported for 1988. When percentage of increase is the same, the categories are assigned the same ranking. Titles in the Labor and Industrial Relations sample continue to display the highest percentage of increase for 1989, continuing a trend noted in last year's study, followed by titles in Psychology, which in 1989 increased 13.9 percent over 1988. Average increases over ten percent in 1989 were also recorded for titles in the Engineering, Zoology, Chemistry and Physics, Home Economics, Medicine, and Industrial Arts samples.

Of the eight subject categories showing the highest average subscription price for 1989, five subject categories also ranked among those that experienced the greatest percent increase in 1989 subscription prices. These subjects were Medicine, Zoology, Psychology, as well as Chemistry and Physics, and Engineering.

Table III details the averages of the average annual percentage increases since 1981 based on broad subject categories. While these rates are not weighted averages and so do not reflect the relative number of titles in each category, they do reveal general price increases for broad subject categories and so may be useful in budget allocation. The rate of increase for titles in the Science and Technology category is highest at 11.3 percent and lowest at 6.8 percent for General Interest and Children's Periodicals. Within the Science and Technology subject categories, the subscription prices of periodicals in Zoology led the way, increasing 13.9 percent over the last eight years.

Table IV provides a three-year breakdown of the Mathematics, etc. category into five detailed subject components. In 1989, the average price of titles in the General Science sample rose to $97.75, the highest rate of increase recorded within the Mathematics category. This represents a 15.1 percent increase over 1988 for the General Science (including Astronomy) category. The Life Sciences category, which had the highest rate of increase in 1987 and 1988, ranked fifth in 1989 with a rate increase of 6.9 percent. In general, 1989 represents the third straight year of declining overall percentage increases in subscription prices for periodicals in the Mathematics, etc. category.

Table V consists of a three-year comparison of the percentage of titles increasing in price in each subject category for the 1987–1989 period. An average of 46 percent of titles in the sample increased in price in 1989, which represents a slight two or three percent increase compared with the three-year average. Eighty-five percent of the Chemistry and Physics titles increased prices in 1989, to lead those subject categories increasing in price. Soviet Translations increased only 55 percent in 1989, a dramatic drop from 97 percent in 1988.

Table VI provides average price for 1989 by a detailed subject breakdown of the titles in the periodicals index according to the initial single- and two-letter LC classification assigned to each title in Faxon's online title database. The highest rates of increase in 1989 were for titles classified in Psychology (BF) at 19.9 percent and in S categories other than Agriculture (S), Plant Culture (SB), and Animal Culture (SF) at 26.3 percent. Titles classified as General Works (A) decreased .1 percent in price; those in Auxiliary Sciences of History (C) decreased 2.3 percent, and those in Military and Naval Sciences (U,V) decreased 12 percent.

Table VII compares the price indexes for U.S. periodicals for each of the 25 individual subject categories using 1977 as the base period. With 46 percent of sampled titles increasing in price, the 1989 price index reflects a continuous price increase trend of nearly 250 percent over the last 12 years. The average annual price increase since 1977 is 10.9 percent, but over the past six years (1984–1989) the average annual price increase has been 9.2. percent for those titles sampled excluding Soviet Translations.

In most categories, the USPI has risen to 300 or above, indicating an increase in price of 300 percent over prices compiled for 1977, the base year. While the annual rate for U.S. periodicals has decreased from double to single digits in most categories in recent years, Table VII reveals that rising prices continue to be a significant trend, especially for those periodicals in the specific subject categories of Chemistry and Physics, Engineering, Labor and Industrial Relations, Psychology, and Zoology.

The authors acknowledge that the average prices reported in these annual studies of 3,942 U.S. periodical titles may vary from the results of other pricing studies performed from information derived from Faxon's database using different sample selection criteria and from studies conducted by individual libraries that reflect unique local serials collections. Methodological differences notwithstanding, it is important to note that most published price indexes are not intended as a substitute for more precise or relevant statistical information based on actual individual library purchases. Libraries developing local indexes of U.S. periodical prices and price trends for multiple years can usefully employ information contained in this annual price index for comparison purposes and as a context for monitoring trends from a national framework.

Ongoing responsibility for continuing the price indexes for periodicals and serials services rests with the ALA RTSD Library Materials Price Index Committee. Comments may be addressed to Kathryn Hammell Carpenter, Bibliographer for the Health Sciences at the University of Illinois at Chicago, Box 8198, Chicago, IL 60680, the current committee chair.

References

1. American Standards Institute. American National Standard for Library and Information Sciences and Related Publishing Practices—Library Materials—Criteria for Price Indexes. ANSI Z39.20-1983, New York, 1983.
2. Consumer Price Information obtained from the U.S. Bureau of Labor Statistics for the 1988 calendar year was recalculated to a base year of 1977. For the purposes of this article, the USPI 1977 base period has been maintained to provide consistency with prior years' U.S. periodical price indexes. The CPI numbers (1967 = 100) were converted to a base year of 1977 = 100 by multiplying each index number by 100 and then dividing by the CPI for 1977 (181.5).

The 26th U.S. Serial Services survey

Price Index for 1989: U.S. Serial Services

By Mary Elizabeth Clack

THIS IS THE 26TH annual survey of U.S Serial Services, produced by the American Library Association Resources and Technical Services Division—Resources Section Library Materials Price Index Committee working in conjunction with The Faxon Company.

The index for 1989 was produced following the American National Standard for Library and Information Sciences and Related Publishing Practice—Library Materials—Criteria for Price Indexes (ANSI Z39.20-1983). The standard defines a U.S. Serial Service as "a periodical publication that revises, cumulates, abstracts, or indexes information in a specific field on a regular basis by means of new or replacement issues, pages, or cards, intended to provide information otherwise not readily available."

The data show that the average price of a U.S. Serial Service was $363.20 for 1989, a 6.4 percent increase over 1988. This average is for the six subject categories, excluding the Wilson Index, which is now produced by the Wilson Company as a separate index. (Unfortunately, the Wilson Index was not available to meet our press deadline this year. The Wilson Index will be published in 1990, with data for both 1989 and 1990.)

The average price in the Social Sciences Category dropped 5.3 percent, due to the fact that the prices of the two expensive titles, Leading National Advertiser Multi-Media Report Service and LNA-PIB Magazine Service, dropped by $3,965 in the "Media, Media Bureau, and Others" subscriber category, and four titles were discontinued, two of which were priced over $1000. If the two Leading National Advertiser titles are omitted, the average price for 1989 is $345.10—less than a ten percent increase over the 1988 average price of $343.18.

Mary Elizabeth Clack is Serial Records Librarian, Harvard College Library. The author would like to thank Robert Davidson, Manager of Budget and Administration, The Faxon Company, and his staff for their assistance in the production of this index

Serial Services

Table 1: U.S. SERIALS SERVICES

(excluding "Wilson Index"; excluding Soviet Translations as of 1988)

Year	No. of Titles	Average Price	Percent Increase	Index
1977	1,432	$142.27	--	100.0
1978	1,426	153.95	8.2	108.2
1979	1,450	171.06	11.1	120.2
1980	1,470	194.21	13.5	136.5
1981	1,477	219.75	13.2	154.5
1982	1,494	244.52	11.3	171.9
1983	1,525	274.72	12.4	182.1
1984	1,537	295.13	7.4	207.4
1985–87	n.a.	n.a.	n.a.	n.a.
1988	1,310	341.32	n.a.	239.9
1989	1,308	363.20	6.4	255.3

Table 2: BUSINESS

Year	No. of Titles	Average Price	Percent Increase	Index
1977	255	$216.28	--	100.0
1978	262	222.45	2.9	102.9
1979	270	249.05	12.0	115.2
1980	279	294.00	18.0	135.9
1981	271	343.29	16.8	158.7
1982	276	371.03	8.1	171.6
1983	286	417.83	12.6	193.2
1984	289	437.07	4.6	202.1
1985–87	n.a.	n.a.	n.a.	n.a.
1988	281	458.33	n.a.	211.9
1989	281	493.23	7.6	228.1

Table 3: GENERAL & HUMANITIES

Year	No. of Titles	Average Price	Percent Increase	Index
1977	113	$90.44	--	100.0
1978	113	94.88	4.9	104.9
1979	114	118.83	25.2	131.4
1980	118	124.28	4.6	137.4
1981	120	142.04	14.3	157.1
1982	119	160.03	12.7	176.9
1983	120	186.67	16.6	206.4
1984	122	196.55	5.3	217.3
1985–87	n.a.	n.a.	n.a.	n.a.
1988	116	225.95	n.a.	249.8
1989	116	255.27	13.0	282.3

Table 4: LAW

Year	No. of Titles	Average Price	Percent Increase	Index
1977	229	$126.74	--	100.0
1978	235	137.91	8.8	108.8
1979	241	158.65	15.0	125.2
1980	248	184.38	16.2	145.5
1981	251	212.85	15.4	167.9
1982	256	232.61	9.3	183.5
1983	268	249.64	7.3	197.0
1984	272	275.23	10.3	217.2
1985–87	n.a.	n.a.	n.a.	n.a.
1988	265	338.13	n.a.	266.8
1989	265	354.32	4.8	279.6

Table 5: SCIENCE & TECHNOLOGY

Year	No. of Titles	Average Price	Percent Increase	Index
1977	297	$141.16	--	100.0
1978	289	160.61	13.8	113.8
1979	290	173.96	8.3	123.2
1980	288	191.35	10.0	135.6
1981	287	214.01	11.8	151.6
1982	286	229.98	7.5	162.9
1983	282	270.94	17.8	191.9
1984	281	295.36	9.0	209.2
1985–87	n.a.	n.a.	n.a.	n.a.
1988	302	378.37	n.a.	268.0
1989	302	420.19	11.1	297.7

Table 6: SOCIAL SCIENCES

Year	No. of Titles	Average Price	Percent Increase	Index
1977	134	$145.50	--	100.0
1978	136	153.94	5.8	105.8
1979	139	169.55	10.1	116.5
1980	143	190.07	12.1	130.6
1981	144	215.12	13.2	147.8
1982	149	249.03	15.8	171.2
1983	159	266.43	7.0	183.1
1984	159	283.82	6.5	195.1
1985–87	n.a.	n.a.	n.a.	n.a.
1988*	156	441.67	n.a.	303.6
1989**	156	418.14	-5.3	287.4

* The average price includes Leading National Advertiser Multi-Media Report Service at $8,750 and LNA-PIB Magazine Service, priced at $7,300. If these titles are omitted, the average price drops to $343.18

** The average price includes Leading National Advertiser Multi-Media Report Service at $4,200 and LNA-PIB Magazine Service, priced at $7,885. If these titles are omitted, the average price drops to $345.10

Table 7: U.S. DOCUMENTS

Year	No. of Titles	Average Price	Percent Increase	Index
1977	204	$62.88	--	100.0
1978	196	72.52	15.3	115.3
1979	198	75.87	4.6	120.7
1980	197	78.87	4.0	125.4
1981	200	84.48	7.1	134.4
1982	202	99.05	17.2	157.5
1983	203	101.24	2.2	161.0
1984	203	97.37	-3.8	154.9
1985–87	n.a.	n.a.	n.a.	n.a.
1988	190	101.88	n.a.	162.0
1989	188	110.79	8.7	176.2

Table 8: WILSON INDEX

Year	No. of Titles	Average Price	Percent Increase	Index
1977	18	$87.51	--	100.0
1978	18	95.99	9.7	109.7
1979	19	104.68	9.1	119.6
1980	19	114.05	9.0	130.3
1981	19	122.30	7.2	139.8
1982	19	132.55	8.4	151.5
1983	19	139.93	5.6	159.9
1984	19	155.77	11.3	178.0
1985	19	176.98	13.6	202.2
1986	19	193.54	9.4	221.2
1987	19	203.59	5.2	232.6
1988*	19	211.31	3.8	241.5
1989**	n.a.	n.a.	n.a.	n.a.

* The 1988 average price and index are estimated figures

**Data for 1989 were unavailable at time of publication

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Anne Woodsworth sees a large turnover among library directors, a "search for career alternatives." See "Getting Off the Library Merry-Go-Round," page 35. Photograph by Barbara Runnette

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LIBRARY MARKET OUTLOOK

BY DEBORAH SELSKY

Libraries: An Important End-Market for Book Publishers

Publishers' book sales—direct sales as well as sales through wholesalers—totaled $12.5 billion last year, according to preliminary year-end data from the Association of American Publishers, Inc. This represents a 9.4 percent increase from the 1987 total of $11.5 billion. Increasing sales are attributed to rising school enrollments and higher levels of library and educational funding—the same trends that will continue to boost publishers' sales over the next few years.

In 1988, approximately 10 percent of publishers' book sales went to libraries and institutions. Schools, including school libraries, bought another 16 percent of all sales. The largest end-market, retail stores, purchased over one-third of publishers' books, and an additional 20 percent of sales went directly to consumers (see Chart A).

Libraries may not be the largest customer of publishers' books, but they are a very important market, nonetheless. In 1987, libraries spent over $1 billion—40 percent of their total materials budgets—on books. Public libraries account for nearly half of all book purchases by libraries.

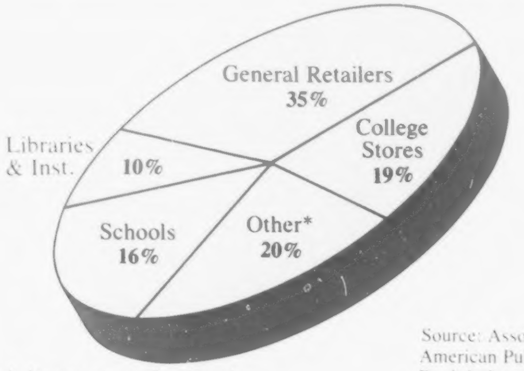
LJ recently sponsored the "Public Library Book Industry Study" to determine the budget size and purchasing patterns of public libraries. The average book budget in 1987 was $86,375, according to the study. For 1988, 63.1 percent of the librarians claimed budgets increased by an average of 8.5 percent.

The major portion of public library book budgets is spent on adult fiction and nonfiction, yet purchases of children's books are growing at a rapid pace. Librarians estimate that nearly 26 percent of their book budget in 1987 was spent on children's and young adult books. Applying this percentage to expenditure data from the *American Library Directory*, this represents a total of $117.6 million spent on juvenile books in 1987. In 1988, librarians expect to spend 2.4 percent more, or 28.3 percent of their book budget on children's and young adult books. The 1988 spending outlook for all other categories of books remained virtually unchanged from the year before.

Publishers' book sales are expected to reach $13.2 billion by the end of 1989—a growth rate of 5.6 percent. The strongest growing categories will continue to be textbooks, children's, and professional books (see Chart B).

CHART A

Publishers' Book Sales - 1988

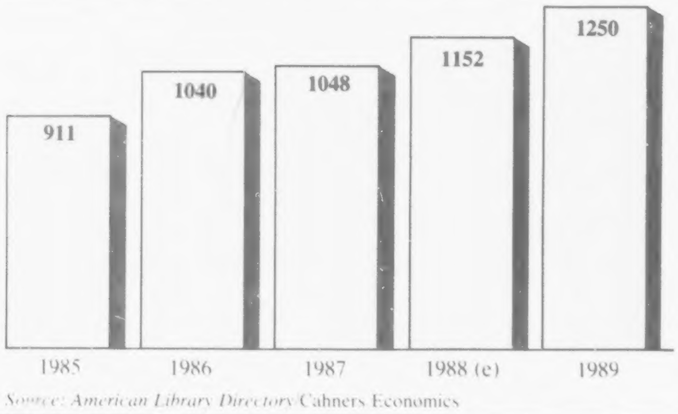


* includes exports, mail order sales

Source: Association of American Publishers, Inc., Book Industry Study Group.

CHART B

Expenditures on Books
(Millions of $)



Source: American Library Directory/Cahners Economics

Deborah Selsky is an economist with Cahners Economics, which provides industry analyses and forecasting services for the markets its magazines serve.

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Author-turned-author/narrator Tony Hillerman has achieved fame after years of writing. He discusses his new and old work in Contributing Factors, p. 108. Photograph by Barney Hillerman

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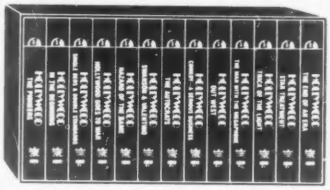

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☐LIBRARY MARKET OUTLOOK☐

BY DEBORAH SELSKY

American Reading Habits (and Education) on the Rise

It is generally believed that the bombardment of video entertainment on American society has resulted in a decline in reading habits. At the end of 1988, The Gallup Organization conducted a survey to find out how, if at all, Americans' reading habits have changed. The survey asked a sample of adults which entertainment activities they had pursued the day before (see Chart A).

The greatest book readers, those who had read the most books on average in the last year, tended to be female, college educated, and heavy book buyers. Since reading and book buying tend to be closely associated with the level of education attained, and college enrollments and educational achievement have been growing steadily, the percentage of the population considered great book readers will continue to increase.

Educational attainment in the United States has grown consistently over the past few decades. From 1970 to 1987, the percentage of persons 25 years old or over who had completed four years of college or more rose from 11% to 19.9%. During this time, the percentage of women in this age group who had completed four years of college or more doubled from 8.2% to 16.5%.

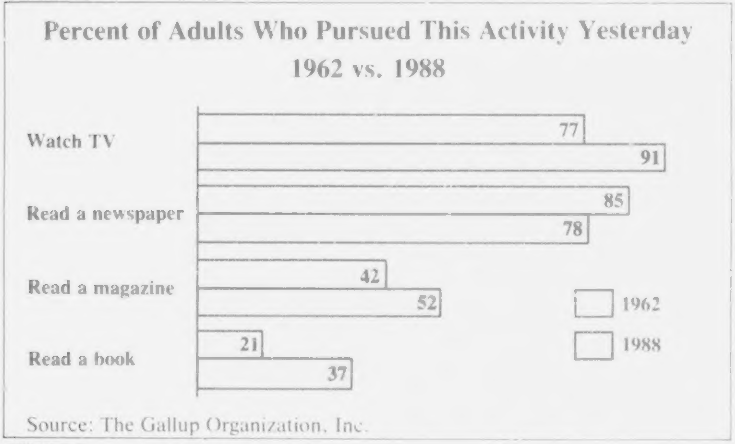
Contrary to previous projections, the number of students enrolled in institutions of higher education increased 2.4% in the fall of 1988. The Department of Education's Center for Education Statistics had projected several years of stability in enrollment levels, based on the fact that the population of 18- to 24-year-olds, who are considered "college age," has been on the decline, due mainly to the "baby boomers" moving out of this age group. Since 1980, the number of people in this age group has decreased 11.6%.

Despite this decline, however, an all-time high of 12.8 million students enrolled in colleges and universities last year. Enrollments in publicly funded colleges increased 3.5%, while those in privately funded schools fell 1.2%. The college participation rate for students in this age group increased between 1981 and 1986, resulting in stable enrollment rates overall.

Older students are enrolling in greater numbers. Between 1981 and 1986, the number of persons 25 years and older who were enrolled in schools of higher education increased 11% and grew to nearly 42% of the total enrollment population. In addition, the number of women enrolled in college grew 9.2% from 1981 to 1986 (see Chart B).

So, despite all the talk about "couch potatoes," the statistics show that book and magazine reading are significantly more popular than 26 years ago. Given that the amount of book reading seems to be tied to educational levels, and that those are on the rise, the future looks good for library usage.

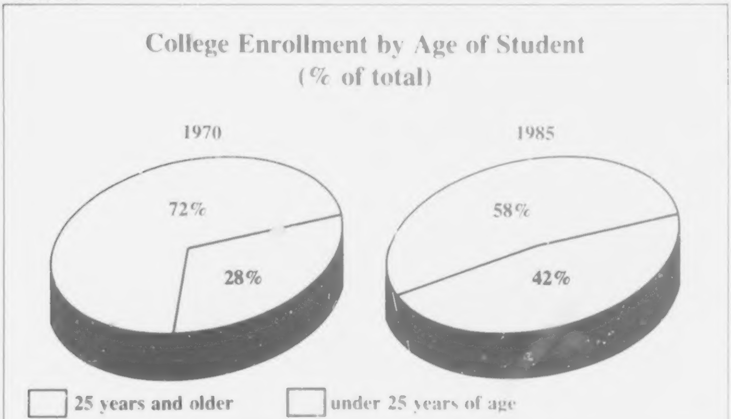
CHART A



Percent of Adults Who Pursued This Activity Yesterday
1962 vs. 1988

Source: The Gallup Organization, Inc.

CHART B



College Enrollment by Age of Student
(% of total)

Deborah Selsky is an economist with Cahners Economics, which provides industry analyses and forecasting services for the markets its magazines serve

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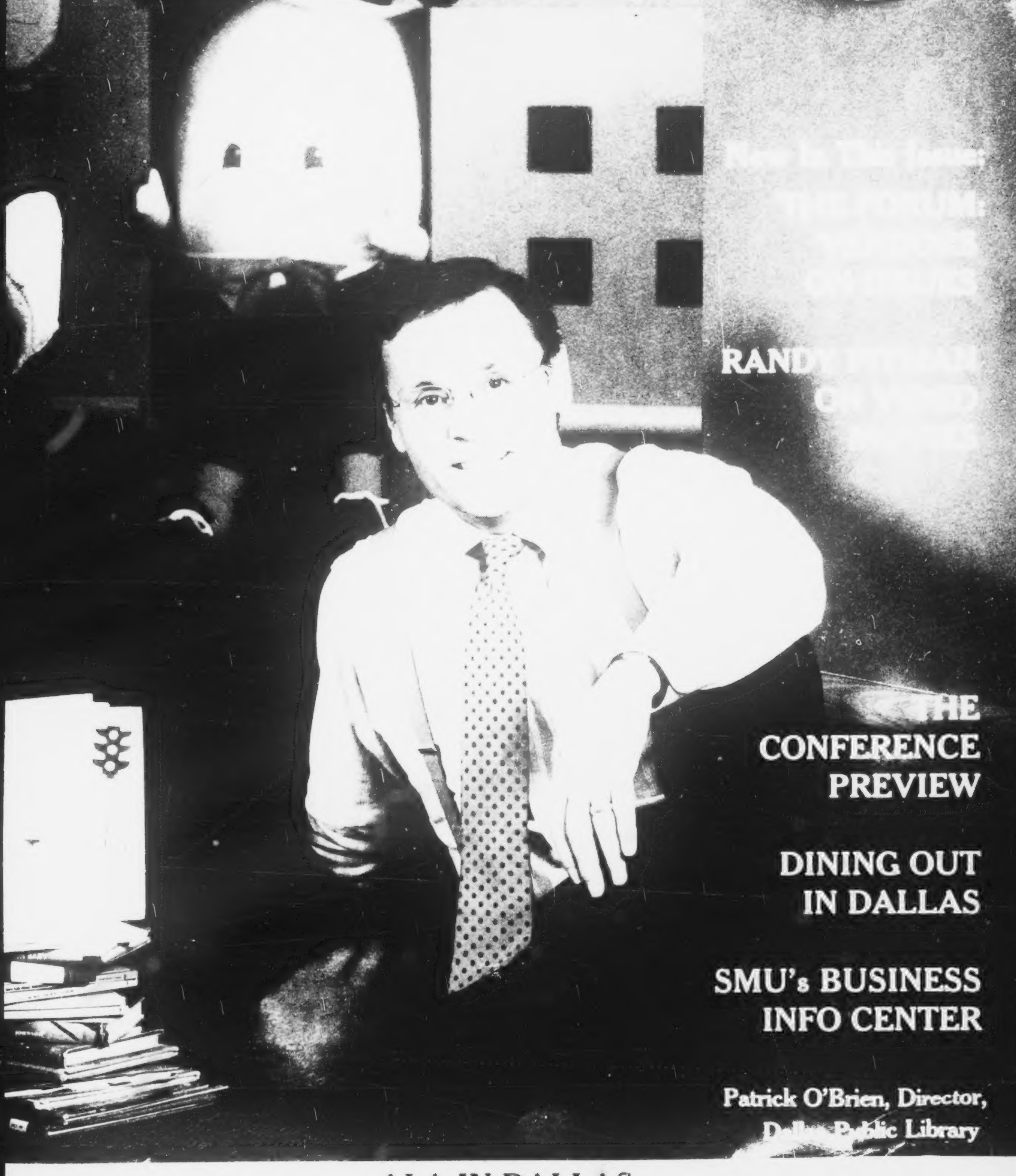

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LIBRARY

Pat O'Brien, director of the Dallas Public Library, wants all attendees to ALA in Dallas to remember to have fun. O'Brien is pictured in the new Children's Wing of the Dallas PL. Photograph by Holly Kupker

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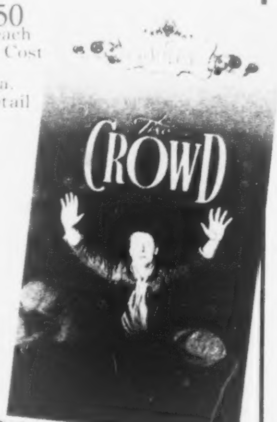

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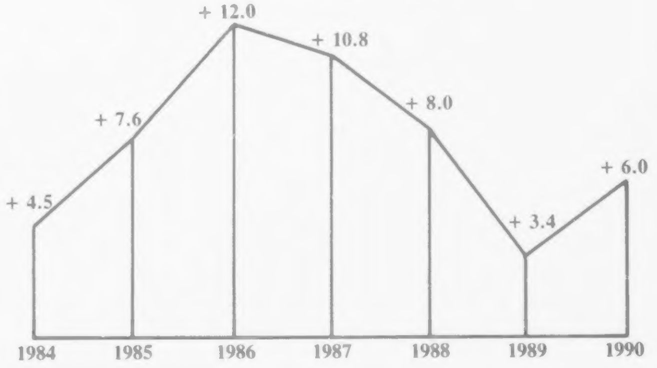
LIBRARY MARKET OUTLOOK

BY DEBORAH SELSKY

Library Construction Continues To Boom

CHART A

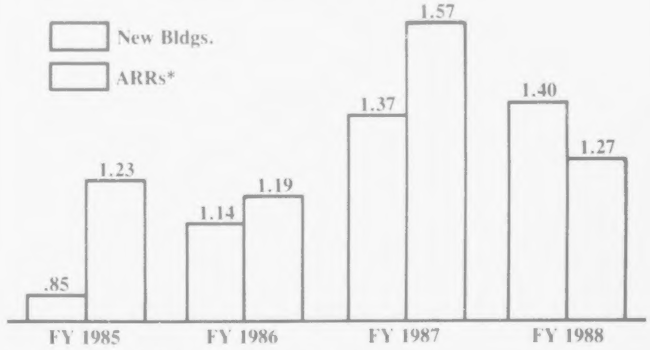
Institutional Construction Spending
Annual % Change



Source: Commerce Dept. Forecast: Cahners Economics

CHART B

Library Construction
Millions of Square Feet



* Additions, Remodelings, & Renovations
Source: "A Grand Design: Library Buildings 1988," *LJ*, December 1988, p.45-67

The one bright spot in an otherwise stagnant, nonresidential building market has been institutional construction, including hospital and health, educational, library, religious, and other miscellaneous buildings. In fact, institutional building provided the only growth in nonresidential construction in 1986 and 1987. While commercial and industrial building declined, institutional construction spending expanded by a rapid 11.3 percent per year.

Demographic trends provide a bright outlook for institutional construction over the long term. First of all, the aging of the population is expected to raise the need for health care; nursing homes and other extended-care facilities should see especially rapid growth.

Secondly, the "echo-boom" population—offspring of the baby boom generation—is already boosting demand for classroom space at the elementary school level. Institutional spending growth is expected to slow through the rest of the decade as budgetary concerns shrink public coffers (see Chart A).

Library construction activity follows the overall trends seen in institutional construction. Since 1984, library construction, which includes new as well as renovation work, has been booming. On average, expenditures on library construction grew almost 25 percent per year from FY 1984 to FY 1988.

Nineteen hundred eighty-eight represented the fifth consecutive year of double-digit growth in library construction. Spending on public library construction grew 11.9 percent last year to a total of $243 million. Local governments provided 77 percent of all funds spent on library construction in FY 1988. The remainder came from the federal and state governments and donations.

In most of the construction markets, growth in renovation work has been outpacing growth in new building. Though this holds true as well for the library market, expenditures are dominated by new construction.

In FY 1988, 98 new library buildings were completed occupying 1.4 million square feet of space. This compares to 140 libraries or 1.27 million square feet of renovated space. Yet most of the library construction spending for this period (57 percent) went toward new buildings (see Chart B).

A short-run outlook for library construction remains positive. In fact, a recent *LJ* survey ("Library Projects in Progress," December 1988, p. 60) reports that 796 library construction projects were still in progress by June 30, 1988. Yet, budget-tightening by all levels of government will put a constraint on future library construction activity.

Deborah Selsky is an economist with Cahners Economics, which provides industry analyses and forecasting services for the markets its magazines serve

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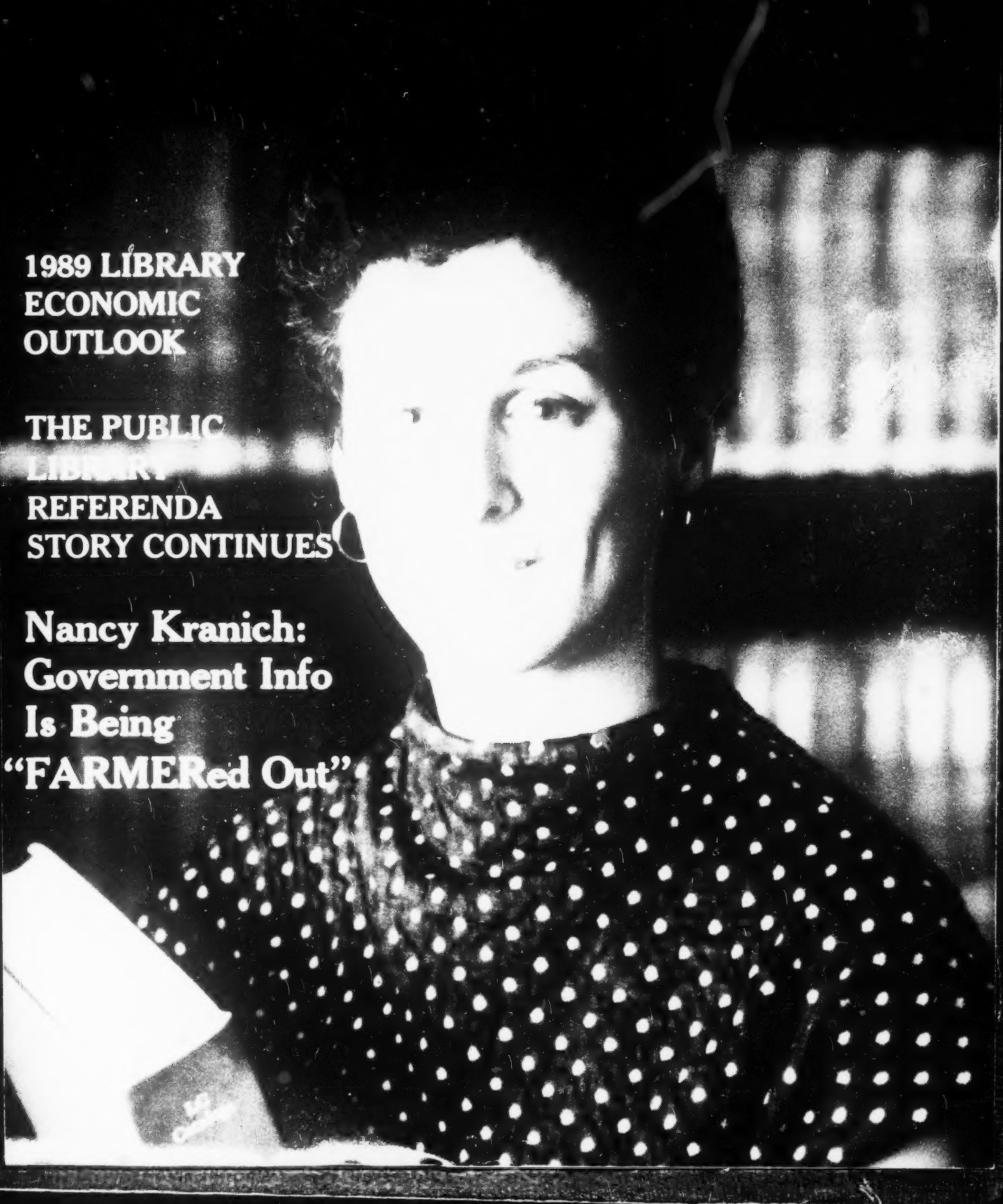

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LIBRARY JOURNAL
Nancy Kranich
Government Info
Is Being
"FARMERed Out"

Private firms have begun to offer information previously distributed free by the government. NYU's Nancy Kranich discusses the impact of charging high fees for access to these data in "Information Drought: Next Crisis for the American Farmer?" (page 22). Photograph by Bill Kelly

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JOURNAL

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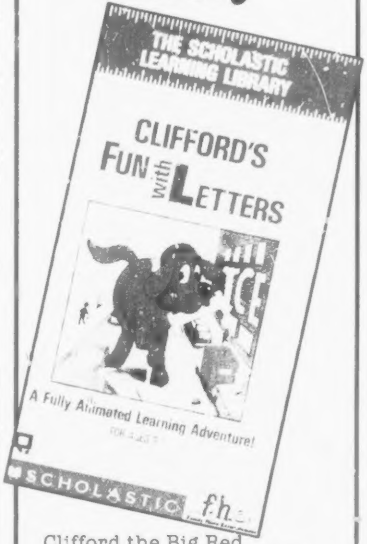
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☐LIBRARY MARKET OUTLOOK☐

BY KIM KENNEDY

Consumer Lifestyles Dictate Book-Buying Patterns

According to the Labor Department's Consumer Expenditure Survey, the typical household purchased $173.30 in books and reading materials for both pleasure and education during 1986. Of this total, $95.95 was spent on newspapers and magazines, $37.92 on books (other than for educational purposes) and book clubs, $11.56 on elementary and high school books and encyclopedias, $25.76 on college textbooks, and $2.11 on books for other types of education.

Since book buying is an important indicator of reading habits, information about the types of books and reading materials purchased by different types of households is a valuable tool for librarians.

Overall, husband-and-wife families whose oldest child was at least 18 years old spent the largest amount on reading materials—an average of $273.80 in 1986. Second were husband-and-wife families whose oldest child was between the ages of six and 17. These families spent an average of $213.02 on reading and educational books in 1986. The smallest amount of spending was done by families led by single parents ($100.78) and single persons living alone or with other unrelated individuals ($144.11).

Total book spending was largely dictated by income and aggregate purchasing power. Those who spent the most (families whose oldest child was 18 or over) had the highest before-tax income of the group at $39,868. Second in income were families whose children were between the ages of six and 17 ($35,530). At the other end of the spectrum, single-parent families had the lowest annual income at $13,807, followed by single persons whose incomes averaged $16,182.

Spending patterns (what households choose to read) were considerably different across the types of households, however. This was more a function of lifestyle and life stage than of income. Families whose oldest child was between the ages of six and 17, for example, spent by far the largest amount on elementary and high school texts and encyclopedias ($41.04). While single-parent families were constrained by income, the share of reading dollars they spent on their children's education came close to that of two-parent families even though their level of spending was far less.

Similarly, families with at least one child over the age of 18 spent the largest amount on college texts ($70.40). But because these households spent more on educating their children, they spent proportionately less on other types of reading material. For example, households typically spent 22% of their reading dollars on books and book clubs; but families with children over the age of 18 typically spent only 16.6% on pleasure reading.

Other notable patterns of spending by family type: childless couples spent a larger share on newspapers and magazines (66.3% of their total reading purchases); families whose oldest child was under six spent proportionately more on pleasure books and book clubs (25.2% of spending); and single persons living alone or in groups also tended to spend a larger than average share on college texts (22.4%).

Life stages are distinct—and so are the reading materials associated with those stages. Because some types of households will grow faster than others in the years to come, it is possible to predict which types of reading materials will experience stronger growth (all else remaining constant). The recent baby boomlet will increase the number of school-age children in the 1990s. This will increase the demand for el-hi textbooks. At the same time, the number of childless couples will continue to grow at a fast clip, a good sign for newspapers and consumer magazines.

But the growth in single-parent families (largely headed by women) should be of greatest concern to the book industry in the years ahead: these families are among the fastest-growing households in the United States.

Household Spending for Reading Materials, 1986

	Total Reading	Pleasure	Education
All Consumer Households	$173.30	$139.82	$33.48
Husband/wife families	202.11	168.55	33.56
Childless couples	184.91	169.38	15.53
Oldest child <6	150.39	135.25	15.14
Oldest 6-17	213.02	176.42	36.60
Oldest 18+	273.80	190.83	82.97
Other	185.25	143.35	41.90
Single-parent families	100.78	79.25	21.53
Single persons	144.11	108.83	35.28

Source: Consumer Expenditure Survey, 1986

CORRECTION: **In Library Market Outlook (May 15, p. 22) Chart B, the larger part of both pies refers to enrollment of students** *under* **25 years of age.**

"The anticipated easing of interest rates during the second half of this year will help to promote a rebound in the economy during 1990"

1989

By Deborah Selsky

THE POSITIVE ASPECTS of the economy that have kept our current expansion going for almost seven years haven't abandoned us. A lower valued dollar has continued to promote increased export activity, which has in turn bolstered the manufacturing base of the economy. Increased production has meant increased employment, bringing the unemployment rate to its lowest level since the mid 1970s.

Unfortunately, the pluses to the economy are increasingly becoming overshadowed by some problem areas, setting the economy on course for a slowdown, but not a recession, by late 1989. The reemergence of inflation has clearly caught the attention of the Federal Reserve Board (FRB), which has begun to put pressure on interest rates. Higher interest rates have encouraged consumers to rethink their purchase plans, and businesses their investment decisions. Finally, the twin deficits—federal budget and trade—continue to plague the economy.

Watchword for 1989—inflation

After years of low levels of inflation, we're starting to see prices for consumer products increase at the four to six percent rate when annualized. With production levels near capacity, this is the stage of the business cycle when price increases tend to be the most pronounced.

The FRB is determined not to see a repeat of 1980–82 when inflation hit double-digit levels. The answer has been to increase interest rates in order to slow economic growth and take some of the pressure off prices. As such, the Fed has tightened credit conditions, causing banks to increase their prime lending rate. Since early 1988, the prime rate has increased three percentage points.

So far, this strategy seems quite successful. There are many indications that growth in the economy is slowing. Growth in consumer spending is well below its peak level during the 1985–86 period. Business investment in new plants and equipment also has responded to higher interest rates and is tapering off.

As the economy moves to a slower growth level, the rate of inflation will fall off and interest rates will be able to decline. The anticipated easing of interest rates during the second half of this year will help to promote a rebound in the economy during 1990.

States tighten purse strings

What does this mean for the library market? Slower economic growth coupled with federal and state budget restraints puts a great deal of uncertainty into the outlook for library budgets. Also, library budgets will be squeezed even further by the rapidly rising costs of materials. On a more positive note, however, state expenditures on libraries have been rising relative to all other spending areas and this trend is expected to continue.

The majority of funding for public libraries comes from state and local governments. Additionally, state and local governments provide nearly one-third of the funds for institutions of higher education, including academic libraries. In 1987, state expenditures on all libraries totaled $585 million—6.7 percent higher than the year before. On a per capita basis, library spending rose 5.7 percent, although library expenditures per $1000 of total state spending rose only slightly.

State spending is heavily dependent upon the economic health of the area, and, thus, the receipts from tax collections. Since the end of the 1982 recession, the U.S. economy has experienced six long years of expansion in which all regions have participated, as reflected in the state expenditure data. Total library spending by states increased an average of 15 percent per year from 1984 to 1987, higher than total spending which grew an average of ten pecent per year.

The regional outlook

Differences in the industrial mix of the regional economies have produced better performances in some regions, particularly the Northeast and the East North Central. State library spending per $1000 of total spending increased 46 percent and 22 percent, respectively, in these regions from 1984 to 1987.

Deborah Selsky is an economist with Cahners Economics, Newton, Massachusetts

Economic Outlook for Libraries

In the Northeast, the combination of high income growth and a stable population has resulted in a fairly affluent population and strong spending patterns. Per capita library spending was highest in the Northeast at $3.71 in 1987.

The Midwest is really a combination of two regions: the rust belt, which has slowly begun to recover, and the farm belt, which lags behind because of depressed agricultural markets. While library spending increased nearly 30 percent in the East North Central (rust belt) region in 1987, spending in the West North Central (farm belt) actually dropped 2.2 percent.

A small economic boom in its high-tech and other manufacturing industries boosted employment and personal income growth in the West more than in any other region of the United States during the past year. In per capita library spending, the West ranks second only to the Northeast.

The South is a complex area with more than a single economy. In the Southeast, the economy is quite robust, as evidenced by strong employment and income growth. In the Southwest, however, a largely oil-based economy continues to suffer under low energy prices and inactive oil wells. In all areas of the South, library spending has grown fairly consistently over the past several years, but has become less of a priority. Both as a share of total spending and on a per capita basis, library spending has fallen since 1984.

The long-term regional outlook benefits the South and West, since population is expected to grow significantly in these regions. Indeed, the West's population is expected to grow twice as fast as the national average, making it the fastest-growing region in the country.

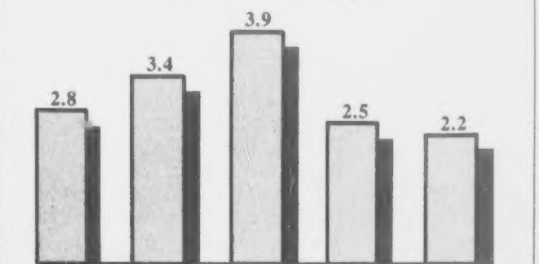
Over the past few years, prosperous economic growth in all regions helped to boost library budgets. As such, libraries have been on a spending spree; materials expenditures grew an average nine percent per year from 1984 to 1988. Prices for library materials have been rising nearly as quickly, however, and have reduced the actual purchasing power of libraries. This trend is expected to continue as materials price inflation increases through the rest of this year.

Wages and salaries make up the biggest part of an average library's total expenses. Over the past several years, wages and salaries have been increasing at an average annual rate of

CHARTS BY CATHERINE FRANCIS

Chart A

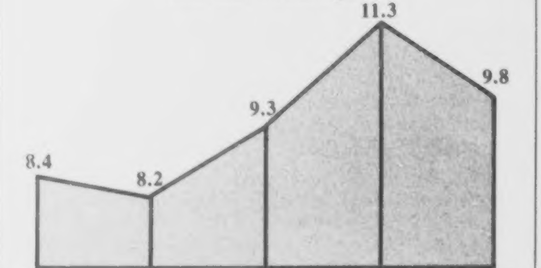
Real Gross National Product Annual % Change



Source: U.S. Department of Commerce

Chart B

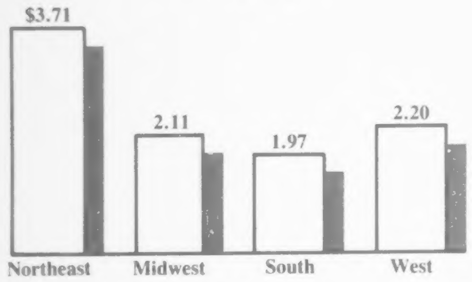
Prime Rate Annual Average



Source: Federal Reserve Board

Chart C

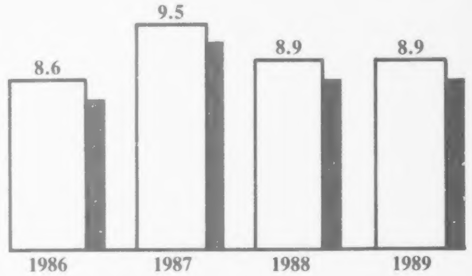
Per Capita State Library Spending 1987—by region



Source: U.S. Department of Commerce

Chart D

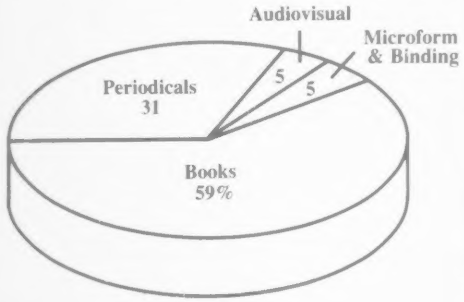
Materials Expenditures—All Libraries Annual % Change



Source: Book Industry Study Group

Chart E

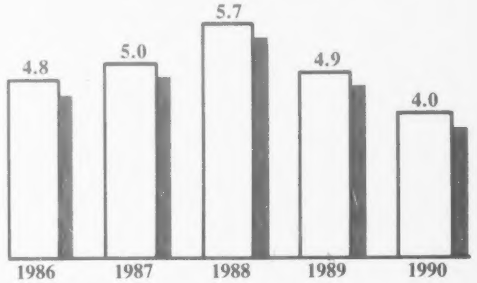
Libraries Acquisition Mix—1988



Source: Book Industry Study Group

Chart F

Producer Price Index—All Books Annual % Change



Source: Bureau of Labor Statistics

six percent, much faster than overall price inflation. Salaries of library directors range from $30,900 to $61,000 depending on the size of the institution and years of experience, according to the 1988 *LJ* salary survey ("Placements and Salaries 1987: The Upswing Continues," *LJ*, October 15, 1988, p. 29-36). Still, the average librarian's salary tends to be higher than the 1987 median income for all full-time, year-round workers of $22,380.

Materials acquisitions by public libraries grew 9.3 percent in 1988, as compared to the year before. Public libraries spent 80 percent of their $684 million materials budget on books, 11 percent on periodicals, and five percent on audiovisual supplies and equipment. Last year, public libraries spent $545 million on books—ten percent more than in 1987. Due to price increases, however, they received only 2.6 percent more books. Similarly, public library spending on periodicals increased 6.8 percent last year, but the actual number of periodicals bought grew only 1.6 percent.

Academic libraries spent $999 million on materials last year, up ten percent from 1987. More than half of these expenditures went toward periodicals and nearly 40 percent went toward books. Again, a major portion of the materials budgets was eaten up by the increasing costs of books and periodicals.

On a more positive note, college and university libraries should enjoy the added bonus of increasing enrollment levels over the next few years. The number of students enrolled in institutions of higher education increased 2.4 percent in the fall of 1988 to an all-time high of 12.8 million. This trend is expected to continue as more women and older students go back to school.

Materials prices continue to rise

The rapidly increasing cost of paper caused book and periodical prices to increase faster than producers' prices for all manufactured goods. Paper prices, the major component of producers' prices of printed and published materials, soared 10.5 percent to record levels in 1988, due mostly to capacity restraints that caused supply problems. Fortunately, paper processors have added new plant capacity that should ease the supply problems and weaken the upward pressure on prices. Yet, purchasers of books and periodicals can expect prices to remain high through the rest of 1989.

The price of an average book in 1988 was 5.7 percent higher than in 1987, representing the highest increase in prices since 1982. The categories of books whose prices increased the most were mass market paperbacks and textbooks. As paper prices calm down in 1989, the costs of producing books should follow suit. Expect average book prices to increase 4.9 percent, with textbooks once again showing the strongest gains.

The average price of a periodical grew 9.1 percent last year. This increase comes on top of a 9.9 percent increase in 1986–87. The categories of periodicals that saw the greatest increases in price last year (12 percent and over) were chemistry and physics, home economics, labor and industrial relations, and zoology.

Library acquisition expenditures are expected to grow 8.9 percent in 1989, on par with the past few years. The difference is that, with escalating prices of materials, libraries will be getting less for their money.

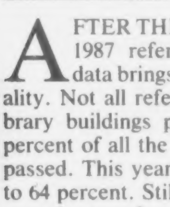
Referenda, Pt. 2: The reality after the euphoria

Referenda for Public Library Buildings 1988

By Richard B. Hall

AFTER THE euphoria over the 1987 referenda data, 1988's data brings back a touch of reality. Not all referenda for public library buildings pass. Last year 93 percent of all the reported referenda passed. This year the figure plunged to 64 percent. Still, an almost two to one chance of success is a very respectable ratio.

Several things may have happened this year. First, the obvious may be true, that more library referenda went down in defeat this year. Or, it may mean that seeing last year's article[1] encouraged more library administrators to report their referendum results, even when they were not successful. Last year only four library systems were brave enough to bare their political souls and admit defeat at the polls. This year, 16 library systems reported referenda that failed. Unfortunately, there is no way to tell with certainty which of the above is the case, since the data submission process is voluntary.



Richard B. Hall is Library Building Consultant, State Library of Georgia

In addition to the success rate dropping, the funding levels also dropped this year. Last year $242 million of referenda funding was attempted, and $224 million was approved by the voters. This year, the figures were down to $138 million attempted and approximately $104 million approved by the voters. Fortunately, 75 percent of the funding sought this year was approved.

It is likely that this downward trend in local referenda funding is only temporary. Given the high number and size of library capital outlay referenda held in the fall of 1988, the trend appears actually to be rising rather than falling but this data will not be reported until next year. For data to be included in this year's report, the referenda must have been held between July 1, 1987 and June 30, 1988. A total of 45 referenda were held during that time, with 29 passing and 16 failing. Table 1 shows all of the referenda reported, listed by state and municipality.

When the summary totals are viewed at the bottom of Table 1, several things become apparent. First, when the percentages of votes for and against all of the referenda are averaged, the national success rate was over 60 percent. While this is a drop from last year's almost 70 percent rate, the two years combined show a success rate of almost two to one.

In comparing the success rates of referenda held during special elections and those held during general elections, it can be seen that special elections appear to have a slight edge. In 1988, 60 percent of the referenda were held during general elections, with 56 percent success rate. However, in the previous year, 70 percent of the referenda were held during general elections, with a 94 percent success rate. This is a major shift in the data and bears further examination. It is obvious that the overall success rate is lower for 1988 simply because more referenda failed. However, the success rate for general elections fell off much more significantly than the success rate for referenda held during special elections.

This tends to support the idea that it is better to hold a referendum during a special election than a general election. This perspective represents only a partial view of what is actually happening with library referenda and is by itself misleading. Of the 16 referenda that failed during 1988, 75 percent were held during

Table 1
Referenda for Public Library Buildings 1988

Community	Library	Vote		Amount of Referendum	General Special	Other Ballot Items
		For	Against			
ARIZONA						
Phoenix	Phoenix PL	58 %	42 %	$55,000,000	S	Y
ARKANSAS						
Little Rock	Central Arkansas Lib. Sys.	60	40	2,000,000	S	Y
CONNECTICUT						
*Ashford	Babcock Lib.	43	57	1,420,000	S	N
Niantic	East Lyme PL	98	2	1,500,000	S	N
GEORGIA						
Athens	Athens Regional Lib.	70	30	3,750,000	G	Y
IDAHO **						
*Pocatello	Pocatello PL	46	54	1,500,000	S	N
ILLINOIS						
Hinsdale	Hinsdale PL	64	36	3,200,000	G	Y
Homewood	Homewood PL	54	46	2,900,000	G	N
La Grange Park	La Grange Park PL	65	35	2,200,000	G	N
Riverdale	Riverdale PL Dist.	71	29	900,000	G	Y
KANSAS						
Towanda	Towanda PL	89	11	60,000	S	N
LOUISIANA						
*Shreveport	Shreve Memorial Lib.	49.8	50.2	6,000,000	G	Y
MASSACHUSETTS						
Amherst	Jones Lib.	100	0	1,000,000	G	Y
*Anonymous	Anonymous	39	61	2,000,000	G	Y
Bellingham	Bellingham PL	56	44	2,000,000	S	Y
Holden	Gale Free Lib.	96	4	1,218,852	G	Y
Littleton	Reuben Hoar Lib.	92	8	487,000	G	N
Pembroke	Pembroke PL	82	18	2,600,000	S	N
Spencer	Richard Sugden Lib.	100	0	425,000	G	Y
*Wareham	Wareham Free Lib.	40	60	2,500,000	G	N
MICHIGAN						
*Grosse Pointe	Grosse Pointe PL	41	59	8,625,000	G	Y
MINNESOTA						
Detroit Lakes	Detroit Lakes PL	56	44	1,700,000	S	N
NEW HAMPSHIRE **						
Hampstead	Hampstead PL	57	43	950,000	G	Y
Jaffrey	Jaffrey PL	58	42	1,000,000	G	Y
Raymond	Dudley-Tucker Lib.	55	45	600,000	G	N
NEW YORK						
*Babylon	Babylon PL	29	71	2,500,000	G	Y
Bellmore	Bellmore Memorial Lib.	58	42	1,500,000	S	N
Cutchogue	Cutchogue Free Lib.	70	30	48,500	G	Y
Grand Island	Grand Island Memorial Lib.	64	36	1,686,250	S	N
Nanuet	Nanuet PL	68	32	2,500,000	S	N
OHIO						
Brecksville	Cuyahoga County PL	58	42	2,500,000	G	N
*Findlay	Findlay-Hancock Cty. PL	46	54	3,000,000	G	Y
*Independence	Cuyahoga County PL	48	52	2,500,000	G	N
London	London PL	58	42	650,000	G	Y
Mount Vernon	PL of Mt. Vernon	55	45	2,600,000	G	Y
*North Ridgeville	Lorain PL	42	58	1,300,000	G	Y
Orwell	Grand Valley PL	65	35	225,000	G	Y
OREGON						
*Roseburg	Douglas County Lib. Sys.	46	54	2,285,000	S	N
Sisters	Deschutes County Lib.	73	27	25,000	S	N
*Stayton	Stayton PL	46	54	275,000	S	Y
RHODE ISLAND						
South Kingstown	South Kingstown PL	75	25	100,000	S	Y
TEXAS						
*Anonymous	Anonymous	41	59	600,000	G	Y
Houston	Harris Cty. PL	60	40	3,500,000	G	Y
VERMONT						
Middlebury	Ilsley PL	58	42	680,000	S	N
WASHINGTON						
Spokane	Spokane County Lib. Dist.	64	36	4,465,000	S	Y
TOTALS		61 %	39 %	**$138,475,602**	**S40%/ G60%**	**Y58%/ N42%**

* Referenda that failed

** Need two-thirds to pass

general elections. What is significant is that almost 90 percent of these 16 referenda were also held in the spring (March–May), the time many states hold general elections. Table 2 shows the pass/fail ratios for the four seasons.

Seasonal shifts

Of all of the referenda held in the spring of 1988, 56 percent failed. This compares to a failure rate of only 12 percent during the spring of 1987. When the data for the two years are combined, the average approval rate for the spring is 62 percent. This contrasts sharply with referenda held during the fall. The approval rate during the fall for 1987 and 1988 data is 96 percent and 93 percent respectively, with a combined approval rate average of 95 percent. It appears from this preliminary data that the fall is a better time to hold library capital outlay referenda than the spring.

As a result, it seems that the issue is not between general elections or special elections, but rather the season when the referendum is to be held. Of a total of 41 capital outlay library referenda held during the fall of the last two years, only two failed. They were both held during the November general elections, and they represent only a five percent failure rate.

A comparison of the 42 referenda held in the spring for the last two years bears some interesting facts as well. Of these referenda, 32 were general elections and ten were special elections. A total of 26 of these referenda passed, while 16 failed. Although there was relatively little difference in the success rate between those held during the general or special elections, the success rate for special elections was slightly better. Approximately 70 percent of the special elections passed compared to 60 percent of the general elections.

Given a failure rate in excess of 50 percent, it can be definitely stated that the spring elections in 1988 were extremely risky for library issues. Whether this trend will continue remains an open question that cannot be answered until more data are collected. The other two seasons, summer and winter, appear to have good approval rates, 78 percent and 100 percent respectively, but there have been relatively little data collected during these time periods so far, making conclusions risky.

Monthly trends

The most popular months for holding library referenda were November and May. These months coincide with the dates for general elections in many states. The success rates were high for these months: in November, 94 percent passed and in May, 70 percent passed. A combined average for these two months gives an 85 percent passage rate. This data certainly do not confirm the popular belief that general elections—especially those held in the fall—should be avoided by library boards.

Another question that has often been discussed by library boards is the effect of competing items on the ballot with the library issue. Last year, 67 percent of the referenda had competition from other items on the ballot. This year the percentage dropped to 58 percent. Last year 92 percent of the referenda with competition passed, but this year only 62 percent passed. This seems significant until one realizes that the passage rate for those referenda without competition was almost the same. This data show that the referenda without competition did slightly better than those with competition, but the difference is less than many would have predicted.

Table 2
Referenda Pass/Fail Ratio by Season

Season	1987 Pass	1987 Fail	1987 Total	1988 Pass	1988 Fail	1988 Total	Combined Pass	Combined Fail	Combined Total
Spring	15	2	17	11	14	25	26	16	42
Summer	5	1	6	2	1	3	7	2	9
Fall	25	1	26	14	1	15	39	2	41
Winter	5	0	5	2	0	2	7	0	7

Authorizing agencies

Municipalities lead with almost 40 percent of the referenda. Second place is a tossup between counties, New England towns, and school districts. There is little significant change since last year, with the exception of counties dropping somewhat and New England towns gaining slightly.

For the second year in a row, bond issues were the most popular method of financing the capital improvement approved by referenda. The combined average of the two years shows that 85 percent of referenda resulted in the issuance of bonds. Ninety-eight percent of the bonds were general obligation (GO) bonds, whereby the full taxing authority of the funding agency stands behind the debt instrument.

Campaign methods

Once again, library directors were asked to quantify the relative importance to the campaign of specific campaign methods. A scale of one to ten was used, with ten indicating the most important and one the least. Surprisingly, there was little significant difference between the 1987 and the 1988 data. Only the technique of using endorsements changed much between the two years. It seems that the 1988 campaigns used this approach somewhat less than the 1987 campaigns did.

Because there was little difference in the data, only the combined data for the two years are shown in Table 5. This table shows the campaign methods ranked in priority order of importance. These data are averaged from all of the responses for the last two years (99 referenda).

It will be interesting to observe these rankings in upcoming years to see if there is any significant shift in the priority rankings. The fact that there was little change between 1987 and 1988, even though the latter year had a lower success rate, indicates that these figures may remain fairly stable.

It is interesting to note that, on average for the 99 referenda, there was little difference between the campaign methods used, regardless of the success or failure of the campaigns. This is surprising, but care must be taken not to draw the conclusion that the campaign methods used in specific campaigns are not important. It will be shown in the next section that campaign organization was ranked high as a reason for success or failure. If it is true that the same general campaign techniques were used regardless of success or failure, there must be some important qualitative considerations involved. For example, how well the specific techniques are used given a particular campaign strategy, the local community, and the campaign environment faced by the library board.

While it is true that many of the same campaign methods will be used in most campaigns, one must resist the temptation to believe that there is

Table 3
Referenda Pass/Fail Ratio by Month

Month	1987			1988			Combined		
	Pass	Fail	Total	Pass	Fail	Total	Pass	Fail	Total
January	1	0	1	0	0	0	1	0	1
February	0	0	0	1	0	1	1	0	1
March	5	0	5	1	5	6	6	5	11
April	2	1	3	2	3	5	4	4	8
May	8	1	9	8	6	14	16	7	23
June	4	1	5	2	0	2	6	1	7
July	1	0	1	0	0	0	1	0	1
August	0	0	0	0	1	1	0	1	1
September	2	0	2	2	0	2	4	0	4
October	2	0	2	2	0	2	4	0	4
November	21	1	22	10	1	11	31	2	33
December	4	0	4	1	0	1	5	0	5
Totals	**50**	**4**	**54**	**29**	**16**	**45**	**79**	**20**	**99**

Table 4
Library Referenda by Authorizing Agency

Agency	1987	1988	Combined
Municipality	40%	38%	39%
County	26	11	19
New England town	15	24	19
School district	17	16	17
Library district	0	9	4
Parish	2	2	2

one tried-and-true approach or generic success formula that will work well in every campaign. No one campaign strategy, or combination of campaign techniques, will work well in every case. Each community is different, and the library steering committee must develop its own approach to a referendum based on the local situation.

Reasons for success or failure

In addition to the campaign methods used, library directors were asked to assess the relative significance of various items to the success or failure of the referendum. Table 6 shows, in priority order, the average of all of the responses for the 1987 and 1988 data combined because there is only a slight difference in the order of the rankings for the two years.

The difference in the data becomes apparent when the data for the campaigns that passed are compared to the data for the campaigns that failed. The differences are dramatic. For example, the need for a new or improved building was the highest category for the successful referenda, but the lowest for those that failed. This leads to some interesting speculation. Are we to assume that the libraries in referenda that failed really did not need the new or improved building? This is unlikely in most cases, although it is always possible that this was the public perception. The answer probably lies in the nature of the assessment process. The need may have been great, but the other items on the list simply had more impact on the failure than the need did.

A similar argument could be made for the next highest category for those referenda that passed: quality of library service in the past. This factor loomed large in the minds of library directors as a reason that the referenda passed, but it did not seem significant to those whose referenda failed. Are we to assume that the quality of service in the past did not matter in those campaigns that failed? This is unlikely. The quality of service in the past may not have been a significant enough reason to vote for the referenda if there were more urgent and overriding considerations that ultimately had a greater impact on the ballot.

For example, increased taxation was the most highly ranked item for those referenda that failed. While it was somewhat important in the campaigns that passed, it was not ranked high. Obviously, the issue of increased taxation is a concern in any campaign that will spend more of the taxpayers' money. In the unsuccessful referenda, it was an all-important factor. There is nothing in this country that will bring people to the polls faster than an unwanted increase in taxes. This is particularly true in communities where the tax base is already stressed due to earlier tax increases. Even a small increase in a community that is already highly taxed may produce a very negative reaction.

It is no accident that this single factor was ranked high with the referenda that failed. Over the years, this factor has traditionally been the demise of many capital outlay referenda for libraries, as well as other public institutions. The library board must consider carefully the referenda's impact on the tax base and the current climate among the taxpaying public. It is unwise to place a referenda before the voters if they have recently had a tax increase or if a property tax reappraisal has just been completed. Obviously, timing with respect to this issue is critical.

You've got to have timing

The timing of the vote in general was the second highest ranked item for those referenda that failed. Interestingly, this item was also ranked reasonably high by those referenda that passed. The timing of the referenda is a very important factor in any campaign and must be carefully assessed by the library board. This decision may be one of the most critical factors in determining the outcome of the campaign. Unfortunately, the date of the referenda is not always under the control of the library board.

Frequently, the elected politicians representing the agency that will authorize the referenda are very interested in controlling when various referenda will be held. The library board does have some say as to whether to bring forth a referenda or not, but it may not always be able to select the date. If the board is fortunate enough to be able to select the best possible date to place the issue before the voters, many factors must be considered. How much time is necessary to plan a campaign? How long should the campaign run? Will the campaign be an emotional one? What is the competition? Should the referenda be held during a general or special election? What month should the referenda be held? What does the current and future economic climate look like?

It is usually better to run a well-planned and prepared campaign that is relatively short and intense. After the kickoff announcement, momentum should be built up gradually until it peaks in the last few weeks just before the vote. Knowing that emotional issues motivate voters is essential. A dry and logical campaign that does not touch the voter's soul in some way will often fall flat, while one that plays on the heartstrings will frequently rally its constituency.

Competition on the ballot must be carefully considered when planning the campaign strategy. Being associated with other ballot issues that have a strongly negative sentiment should be avoided because of the potential for a spill-over effect. Finally, a decision must be made as to when the referendum will be held. This decision can only be made based on an assessment of local conditions specific to the individual community.

If the political and economic climate looks bad, it may be wise to wait even though the capital improvement need is great. The third highest item ranked by those whose referenda failed was the economic climate. This factor had a strong influence on referenda that failed presumably because the local economy was not good during the campaign. One campaign (Shreveport, Louisiana) noted that budget cuts announced by the governor one week before the referendum helped to defeat the issue, even though the cuts were later restored.

Table 5
Ranked Importance of Campaign Methods
(combined 1987 & 1988 data)

Campaign Method	Avg. Ranking
Pamphlets, fact sheets, bookmarks, etc.	8.15
Newpaper ads, feature articles	7.43
Press releases	7.10
Endorsements by community leaders	6.47
Community group presentations	6.46
Letters to the editor, editorials	6.17
Library Friends group	6.08
Mass mailings (postcards, flyers, etc)	6.04
Volunteers' telephone contact	5.29
Public forums	4.72
Use of previous precinct voting records	3.28
AV (slide or videotape) presentations	2.78
Chamber of Commerce participation	2.60
Private business participation	2.59
Radio spots	2.50
Yard signs	2.28
Organized door to door contact	2.26
Television spots	1.40
Hire a public relations firm or consultant	1.24
Pre-vote poll of registered voters	.99

Table 6
Significance for Success/Failure of Campaign
(combined 1987 & 1988 data)

Item	Avg. Ranking
Need for new/improved buildings	8.17
Quality of library service in the past	7.44
Public relations efforts	7.28
Activity of Friends group/library board	6.87
Campaign organization efforts	6.70
Timing of vote	6.64
Educational level of community	6.20
Endorsements by community leaders	6.00
Economic climate	5.99
Building design, cost of location	5.85
Socioeconomic level of community	5.79
Increase in taxation	4.50
Involvement of the business community	3.09
Organized opposition	2.55
Competing item on ballot	2.54

Facing the opposition

The economy, along with taxation, is often on the minds of those who organize to oppose referenda. Organized opposition was the fourth highest item ranked by those whose referenda failed. For those referenda that passed, it was ranked at the bottom of the scale. It is likely that few campaigns that resulted in success encountered much—if any—opposition. For those that failed, organized opposition was not only a threat but a very intimidating fact. Any library board that has suffered through a campaign with a community group questioning and opposing its every move knows how difficult this kind of problem can be and how important it is to consider these groups in planning the campaign strategy.

It is important not to get the opposition riled up or, worse, give them an issue that they can effectively use against the library campaign. Caution should be exercised to defend the campaign against tactics that are frequently used by opposition groups. One commonly used technique is to attack an issue very late in the campaign, providing inaccurate and damaging information that gets headlines and the attention of voters just before going to the polls. This last-minute progaganda can be very detrimental if the steering committee does not have the time or funds to respond appropriately.

Several other factors ranked high and contributed to successful campaigns. Public relations efforts ranked just above the activity of Friends groups and library board members. Both were considered essential to a successful campaign and were supported by high rankings under campaign organization efforts and endorsements by community leaders and groups. The involvement of recognized and respected individuals and groups in a community can be very helpful leverage during a campaign. As previously mentioned, the use of endorsements as a campaign method was lower in those unsuccessful referenda than in those that passed. While it was considered an important reason for success for those referenda that passed, it was the second lowest ranking for unsuccessful referenda. Perhaps this factor may have more impact on the outcome of a referendum than was previously thought.

Another important factor for successful referenda was the educational level of the citizens of the community. The higher the educational level of the voters, the greater the likelihood of a "yes" vote for a library issue. Adults with a college education and professional, technical, and managerial jobs are the most likely to vote in the highest numbers for library bond issues. Since campaigns must concentrate limited resources on those areas of the community with the highest potential number of "yes" voters who are likely to turn out and actually vote, it is wise to target precincts that have high educational levels.

The specifics of one case

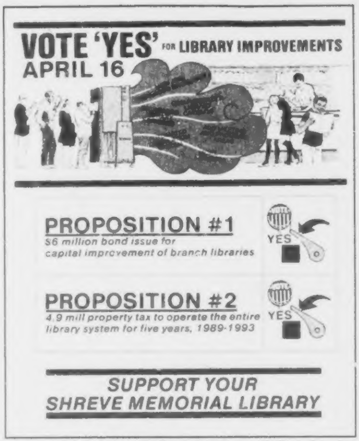
There are many factors that contribute to the success or defeat of a library capital improvement referendum. In an effort to better understand how these factors work in a specific campaign, the following case history will summarize the critical aspects of the Shreveport, Louisiana 1988 Library Bond and Tax Millage Election. This summary was written by Mr. James R. Pelton, Director, Shreve Memorial Library.

The Shreve Memorial Library had two issues on the April 16, 1988 special election ballot. The first was a $6 million bond issue to support a comprehensive plan to expand, renovate, and build new branch libraries. The second was for a 4.9 mill property tax to provide for operations of the entire library system for five years. The operating levy passed by 1050 votes, but the bond issue failed by 209 out of almost 58,000 votes cast.

The library board and administration have always taken the attitude that there must be a very active information campaign. As organized opposition developed on other unrelated issues, the library's efforts were intensified. Nevertheless, opposition to other issues still contributed more to the defeat of the library bond issue than any other factor. A segment of the community mounted a vigorous campaign against four of the nine issues on the ballot. Unfortunately, this opposition affected all of the issues on the ballot. Once a large number of voters decides to oppose most of the issues on the ballot, the tendency is to vote "no" on all of the issues.

The next most significant factor was that the state and local economic news right before the election was terrible. The bond issue might have been successful if it had been held a week earlier. There was a strong erosion of support for the bond proposal just before the election. This was likely caused by the announcement of budget cuts by the governor just before election day. This economic news probably affected the middle class and blue collar workers the most. Given the fact that Louisiana was already in recession due to the oil industry, this added bad news proved disastrous to the bond issue.

Another important factor was the lack of support in several key areas. Twenty-five percent of the bond issue was to go for a new $1.5 million branch in West Shreveport, yet the voters of that district passed the bond issue by only 51 percent. The story was similar in several other districts that would have received new branches or expansions. Finally, if the bond issue had been a city issue alone, it would have passed. The rural precincts represented about 11 percent of the vote and overall there were almost 500 more votes against the issue than for it.



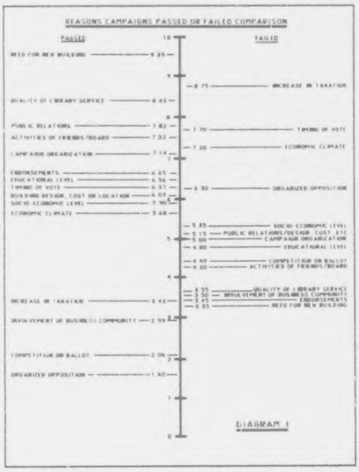
VOTE 'YES' FOR LIBRARY IMPROVEMENTS
APRIL 16

PROPOSITION #1
$6 million bond issue for capital improvement of branch libraries
YES

PROPOSITION #2
4.9 mill property tax to operate the entire library system for five years, 1989-1993
YES

SUPPORT YOUR SHREVE MEMORIAL LIBRARY

A campaign "glossie" used by the library; ***In Diagram 1,*** *the data for the campaigns that passed are compared to the data for those that failed*



Why did the operating millage pass while the bond issue failed? Some people missed it on the ballot. Because of the headings and placement on the ballot some people probably thought that the operating issue was part of another issue and skipped over it. This may have meant that more "no" voters missed the operating issue than "yes" voters since many library supporters had been contacted to look for the issues. About 5000 fewer people voted on the library operating issue than on the library bond issue.

Obviously, some voters may have decided to support the on-going operation of the library, but not any expansion at this time. This was probably due to the economy. The aggressive "hard sell" information campaign put on by the library board and interested volunteers may have saved the operating millage. The library had over 40,000 brochures distributed door-to-door by 975 volunteers. In addition, media coverage was much better than it had been in previous library campaigns. With so many factors working against the library issues, it was important to go all out.

Would it have been better only to present the library's operating millage at this time? Probably not, because it would have been more difficult to pass it alone. Somewhere between 200 and 300 of the library's campaign volunteers were working only because they were specifically interested in a new branch or an expanded one. Assuming these people followed through with their assignments, they would have contacted about 6400 to 9600 families. The two issues complemented each other.

Were there some common elements that may have accounted for the success of the other issues on the ballot that did pass? In the last two bond elections, "basic" issues have done best. This includes such things as streets, drainage, and fire trucks. "Quality of life" issues such as the zoo, art center, and parks have not done well at all.

It may be that voters think governing bodies should not be concerned about these types of matters when the economy is in such poor condition, or it may be that these issues may not have enough support even in better times. Perhaps some voters supported the library's operating millage because they considered it a necessity while they thought the library expansion could wait for better times.

Where do we go from here

As this case study illustrates, there are numerous factors that impact public referenda, and many of them are beyond the control of the supporters. Effective campaign methods and hard work on the part of campaign supporters must frequently be supplemented with good fortune.

There is no one "right" strategy that will work in every community. Each political situation is different, and this must be recognized from the beginning. There is no shame in losing a well-thought-out and well-run campaign. It is much better for a community to try and to lose than not to try at all or to make a half-hearted attempt which, by its very nature, is doomed to failure. The chances of success for library bond referenda are actually quite good, and the rewards of success are worth the effort.

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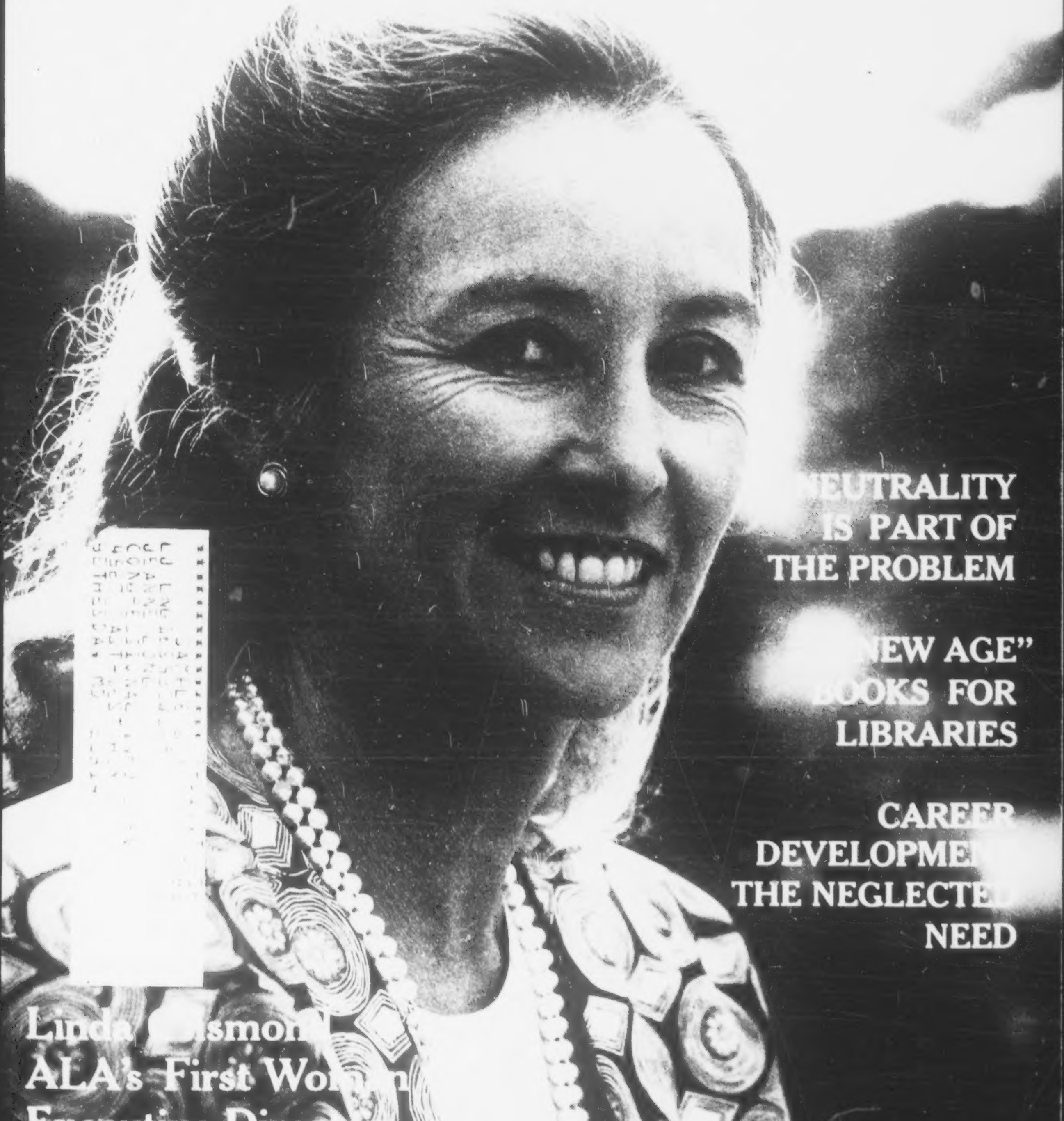

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LIBRARY MARKET OUTLOOK

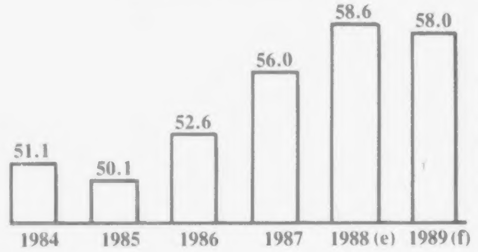
BY DEBORAH SELSKY

Record Book Output for 1988: Prices Stable (for Now)

CHART BY CATHERINE FRANCIS

CHART A

American Book Title Production (in the thousands)



Source: R.R. Bowker Co.
Forecast: Cahners Economics

The number of new book titles produced in the United States in 1988 surpassed the record level set in 1987, according to preliminary figures from the R.R. Bowker Company. An estimated 58,600 titles were produced last year, up 4.6 percent from 1987. About 86 percent of that number (or 55,500) are brand new titles; the rest are new editions. This is the third consecutive year of steady growth in book title output, and sets a new record.

Of the 58,600 domestic titles produced in 1988, 63 percent appeared in hardcover, 30 percent as trade paperbacks, and seven percent as mass market paperbacks. Depending upon the subject, these percentages vary widely, e.g., nearly 40 percent of the fiction titles were mass market paperbacks.

While all categories enjoyed a healthy 1988, business and travel books had an outstanding year. For both of these categories, the preliminary totals for 1988, usually about 80 percent of the final number, were actually higher than the final total for 1987.

Subject leaders

Business, technical, and professional books have been among the best-selling categories; publishers' sales in those subject areas increased an average 7.6 percent per year over the past five years. Close to half of U.S. civilian occupations are now identified as technical or professional. The need to keep abreast of new information and developments is crucial to those who work in these fast-changing fields, a fact that undoubtedly accounts for the rise in sales.

While sales of business titles have been rising steadily over the past five years, title production has been up and down over the same period. The large increase in 1988 may be a result of a sudden effort to catch up with the increasing demand and need. Imported business titles showed a similar trend with the 1988 preliminary total (new books and new editions) outnumbering the 1987 total.

The large increase in both sales and number of books available in these subjects could mean a need to restructure library budgets to allow for more buying in these areas, and they certainly demand close attention. Distributors will also need to make sure their stock is keeping up with the demand.

About twice as many books in the areas labeled "sociology" and "economics" are produced in the United States than in other categories. It should be noted that these two subject areas are frequently used to list all books in the social sciences and therefore can be somewhat of a catch-all. Fiction is in second place, followed by juvenile, medical, and science book titles. These categories of books also represent the highest number of imported titles—more than one in five of all imports.

Imports on the rise

Preliminary figures for all imported titles also indicate a record year in 1988. These early indications are only 16 percent behind the 1987 final count.

"In these days of globalization, however, it is difficult to interpret these figures," says Martin Berke of Book Services International. Books published by multinational companies like Springer-Verlag could technically be called imports. Many titles developed abroad by branches of American companies and then sold in the United States may also count as imports. Berke notes, however, that pressure to import foreign-language titles, particularly in Korean and Vietnamese, is greater.

This increase reflects the growing diversity of the U.S. population that has brought a need for foreign-language books to areas that were previously exclusively English-speaking. Indications are that some mainline distributors are beginning to expand into non-English books ("Ingram to distribute Spanish-language titles," News, *LJ*, June 1, p. 41).

What's behind the increase?

Does the increase in books published mean libraries have an ever-widening universe from which to choose? According to Larry Price, Ingram Book Distributors, the increase may be a result of desktop publishing making it easier for small publishers to get into the business. Not only may there be more books to know, but more publishers.

Another factor may be the recent resurgence of the strength of independent book stores (see *New York Times*, June 12, 1989, p. D12). The long-lamented trend of publishers catering to the chain stores' appetite for books with strong commercial appeal may be reversing. Both larger trade houses and the smaller publishers may become more willing to publish titles for specialized audiences once considered too risky.

Deborah Selsky is an economist with Cahners Economics, which provides industry analyses and forecasting services for the markets its magazines serve

A paraprofessional "movement," people shortages, and technology exacerbate the issues

Career Development:

Defining the "Issues of the Nineties"

THERE IS A shortage of librarians. We hear more about it every day. Libraries need new resources and new ways to train the people that they have and/or can get, to develop their skills to meet and manage the proliferating technology. A new constituency of "paraprofessionals" is organizing to seek opportunity and to define its role in libraries. These are, in the view of many leaders, the issues of the Nineties.

The overarching issues surrounding professional development, continuing education (CE), and career ladders for both professional and other library staff have not been addressed adequately, in the opinion of *LJ*'s editors. They loom larger now because of the shortage of qualified people to fill existing positions. This is exacerbated by the schism, largely unhealed, between the "professional" and "nonprofessional" staff in libraries. The people most often on the frontlines in libraries are those who do not have the MLS (see Editorial, p. 4).

Library support of development opportunities for all staff at all levels will be the fundamental issue of the coming decade. To test the waters of librarian reaction to these important matters, *LJ* sent out a call for material on professional development and CE programs in libraries (News, *LJ*, April 1, p. 25). We were not at all sure what to expect. What came back was a small selection of telling responses.

We knew at the outset that we were most likely to hear from those library systems that are addressing the issue in a defined manner. We welcomed these responses from that hard core of libraries that always serve as models in an area where they have assumed leadership roles. Yet, considering the depth and breadth of our audience, we received a paltry few responses.

Despite our quantitative disappointment we decided to share our testing of the waters as a first step in stirring an honest, fieldwide confrontation with the range of career development issues. Our questions were straightforward: What does your library do for its staff in terms of professional development and continuing education? Do you pay for programs? How and on what budget? Do you produce them in-house? Do you offer released time or other compensation?

The replies covered a broad range; only a sampling of them appears below.

One librarian described professional development as a "hot topic," noting that many libraries in her state of Michigan included the topic in their policy manuals, spelling out "privileges and payouts." We were intrigued by the fact that compensation for Troy librarians at conferences does not include alcoholic beverages.

The Bowling Green State University Libraries policy for travel and research spells out a commitment that one half of the initial funding set aside for requests be reserved for untenured faculty.

Most of the policy descriptions we received include programs for paraprofessional and support staff as well as for librarians. One letter from a medical librarian eloquently describes the dilemma faced by librarians who are required to produce evidence of CE but whose institution does not support "any real commitment to providing opportunities for career development through continuing education activities for librarians."

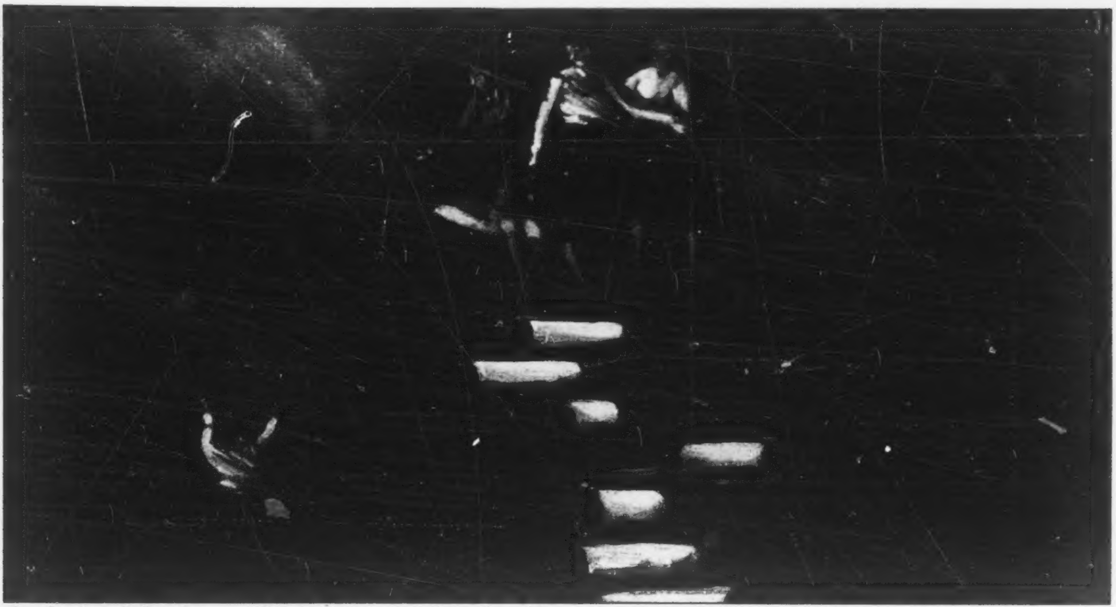
Staff Development in the Baltimore County Public Library

SUBMITTED BY KENNA FORSYTH

Services don't emerge full-blown; they evolve. That can be a slow process, and imperfections should be expected and tolerated along the way. In our early years we had a lot of one-shot, fragmented activities, meant to "train" or inform or inspire, but it wasn't until someone filled a staff development position and we had an earmarked budget that we realized we had the beginnings of a staff development program.

The beginnings of more formal training can be traced to the mid-1970s when BCPL adopted generalism as a concept. Librarians would no longer be age specialists; each librarian was expected to be able to provide services to all ages. Lots of retraining was

KAREN STOLPER



***Professional development issues** are worsened by the schism between "professional" and "nonprofessional" staff*

needed. Then in 1977 our first long-range plan included a goal "to improve staff training," with eight objectives dealing with separate areas needing attention. Branch managers and administrative office department heads were encouraged to address any of the Long Range Plan goals with plans of their own, and some of the training objectives were met.

I consider fall 1981 the real beginning of a concerned staff development effort in BCPL because that is when we did our first needs assessment. You know you've arrived when you do a needs assessment; that is the first step in seeing staff development as a process where all its activities are related, and all its parts are integrated and follow one another: needs assessment, setting goals and objectives, implementation, and evaluation.

We have conducted a needs assessment now every other year since 1981. We started with full-time librarians, but in 1983 included all full-time staff and in 1987 added part-time staff. The assessment is a two-part process, made up of interview sessions and then a questionnaire. First, with the assistance of members of the Staff Development Committee (now a permanent committee born out of the task force), I interview a sampling of staff from each grade level to determine their training needs. The participants are randomly chosen, though I fudge it a bit to ensure geographical distribution and to not repeat staff members from year to year.

The interview sessions result in the generation of training topics. This is accomplished by brainstorming and is followed by a voting process in which the group ranks its responses by urgency of need. (See *Continuing Education Needs Assessment: A Group Interview Technique*, published by ALA's CLENE Round Table, for more information on the needs assessment process.) After the two-hour sessions are complete (in 1987 there were 12), the highest responses are gathered into two questionnaires, one for the clerical staff and one for the librarians. Every staff member gets this survey and returns are tallied on microcomputer software. Results are compiled for each grade level and then overall for the clerical staff and the librarians.

This two-part process accomplishes a lot. The interview sessions are popular events. The participants enjoy talking with their colleagues, often for the first time (the discussions are allowed to wander away from strict brainstorming if the topic is hot and most of the group is interested), and are pleased to be contributing to a systemwide project. The survey that follows allows the whole staff to contribute; the topics to be voted on have validity because they were generated by fellow staff members.

Another benefit of this needs assessment process is that the whole staff becomes aware of training issues, especially those staff members who are interviewed. The latter amounts to about one-fifth of the staff each time and, since we have conducted four needs assessments since 1981, most of the staff have been involved in the interview sessions. More importantly, of course, we get useful information to help us design staff development activities for a two-year period. We refer back to the needs assessment so the staff knows there is a basis for the activities.

Of course, money is also helpful. Funds specifically allotted to staff development have increased from the 1983/84 budget of $5600 to this year's budget of $11,200. (Attending conferences—ALA, PLA, and the Maryland Library Association—are also staff development activities, but are supported out of different funds.) LSCA continuing education grants are available through the Division of Library Development and Services (Maryland State Department of Education). Those funds have increased over the same period from $4700 to $11,000.

The permanent Staff Development Committee that rose out of the 1981 task force completes this picture of the start-up of BCPL's more formal staff development program. That group geared up in the fall of 1982, armed with the results of the needs assessment and a roster of activities to meet those needs. Since that time the committee has proved invaluable, especially because it includes different levels of librarians and clerical staff. The charge to the committee includes: addressing staff development aspects of the long-range plans, monitoring the staff development process statement, conducting a biennial needs assessment, and designing and implementing various activities that address the needs.

These formal underpinings to BCPL's staff development efforts indicate a strong administrative commitment to training and the growth of staff potential.

Virginia Tech, Blacksburg

SUBMITTED BY IRENE GLENNON, HEAD, SCIENCE CATALOGING

The Newman Library at Virginia Polytechnic Institute and State University is a medium-sized academic library and a member of ARL. The library has 59 professional positions and 112 positions denoted to clerical and support staff.

Career development for the professional staff is viewed as a very important responsibility at Virginia Tech, largely because of faculty status for librarians. Librarians receive partial funding for professional travel from a faculty Travel Committee (50 percent of estimated cost) and release time to attend meetings, workshops, and seminars. Currently, there is a $1200 cap on expenditures per individual and this year seven librarians have exceeded that amount.

Librarians are also encouraged to pursue additional academic training and receive a tuition waiver and release time to take classes at the university. The library also periodically invites guest speakers to internal programs that are open to all professional staff. In addition to funding available through the Travel Committee, some funding for travel and continuing education is provided by a "job-required" fund to support specific job-related training needs. (For example, an *AACR2* workshop for a cataloger, or a management course for a supervisor).

Training for clerical and support staff is provided by the State of Virginia programs on management, employment procedures, clerical skills, etc. In addition to these programs, the Newman Library has recently begun to offer internal training to the Technical Services staff through a CE program.

Continuing Education in the South Central Region: Census of Library Staff and Staff Development Policies (Survey Results: 50 Libraries Responding)

	Target Groups		
CE Policies	Librarian	Para-Professional	Support/Clerical
A. Tuition for:			
1. Courses taken for credit	24	16	19
2. Courses taken for credit, but only if job related	27	17	24
3. Noncredit courses	17	10	14
4. Noncredit courses, but only if job related	29	20	26
5. Institutes, workshops, seminars, tutorials	43	28	36
6. Other (specify)	5	3	5
B. Time off to attend			
7. Annual professional conferences	43	22	29
8. Professional meetings	46	24	31
9. Committee or task force meetings of professional associations	45	24	32
10. Classes	36	20	27
11. Workshops, institutes, seminars, tutorials	46	27	37
12. Other (specify)	7	6	7
C. CE Requirements:			
13. CE work is required for promotion	11	4	5
14. CE work is required for salary increase	3	2	3
D. Expenses (travel and/or per diem paid to:			
15. At least to professional conference annually	41	22	23
16. Professional meetings if participant in program or committee	43	24	30
17. Institutes	40	23	32
18. Workshops, seminars tutorials	46	26	37
19. Other (specify)	6	5	8
E. Would you be interested in the following if they were available:			
20. In-house lectures, seminars, conferences	35	22	30
21. Staff development or CE committee to participate in planning and governance of the opportunities provided	17	7	14
22. In-house planning by specific groups on CE	18	8	18
23. Other (please specify)	1	1	1

Source: South Central Research Library Council, Ithaca, N.Y.

Bowling Green State University Libraries, Ohio

SUBMITTED BY DENNIS EAST

The following policy (Faculty Travel, Release Time, and Research Fund Policy, for which we have submitted excerpts) provides a formal mechanism for the support of professional development and research activities of library faculty in three areas: travel funds for meetings and conferences; release time; and internal financial support for research.

Travel Funds

Each fiscal year, a pool of money will be set aside by the Dean to support library faculty travel to conferences and workshops.

Release Time

Any research or other professional development project which requires significant amounts of release time should be taken to the committee. "Significant" is here defined as involving more than fours hours per week on a continuing basis of time which would otherwise be spent in the conduct of ongoing, daily work-related duties.

Research Support

Each fiscal year, the Dean will set aside a pool of money for research support, half of which will be initially reserved for requests from untenured faculty. The Library Faculty Development Program Committee will review faculty proposals for use of these funds, and forward summary comments and recommendations to the Dean for final approval.*

(*Committee members will absent themselves from deliberations on their own proposals.)

[This policy approved by vote of the Library Faculty on August 24, 1987.]

Fairfax County Public Library, Va: Cross Cultural Training

SUBMITTED BY NANCY C. WOODALL, TRAINING COORDINATOR

For several years, the Fairfax County Public Library has recognized the need to make its staff aware of the cultural differences among its patrons.

From 1970–1980, according to 1980 census figures, of the 184,000 people added to the population of Northern Virginia, over one third were foreign-born. Furthermore, foreign-born persons (in 1980) comprised almost one of every 11 persons in Northern Virginia. This influx of educated and affluent immigrants from all over the world has had a significant impact on the public service delivered by library employees.

The library decided to apply for the H.W. Wilson Staff Development Award to do a series of workshops in cultural awareness that could be put to use on a day-to-day basis. The 1988 award was given to the Fairfax County Public Library in the amount of $2500, with the workshops planned for fall 1988. Training Coordinator Nancy Woodall presented a poster session on the proposed training at the New Orleans ALA conference.

Fairfax County Manpower Services presented five workshops in October and November 1988. The instructors were experienced cross-cultural trainers, having worked abroad in several resettlement camps as well as currently helping new immigrants to settle in Fairfax County. Before giving the workshops, they observed staff interaction with patrons in circulation and reference settings to further identify training needs.

Workshop participants were asked to evaluate the training immediately following its conclusion as well as three months later. The three-month evaluations were just as positive as the immediate ones, and enhanced the training experience by noting the ways the training proved helpful. The training coordinator will use their suggestions in formulating additional training for the rest of the public service staff. Cross-cultural training is now an important and necessary part of the library's annual training plan.

South Central Research Library Council, Ithaca, N.Y.

SUBMITTED BY JANET STEINER, EXECUTIVE DIRECTOR

The Research Library Council is a multitype library network serving 80 academic, corporate, public, and school libraries and library systems in upstate New York. We developed a blueprint for CE in our region in September 1987. Part of that plan called for gathering more information about the number and type of librarians that we serve, and what kind of staff development policies are in place at their institution.

Fifty libraries of all types and sizes responded to the census/staff development survey (see chart). The census was followed by a comprehensive continuing education needs assessment survey for professional staff, and a smaller version of this survey for library assistants and support staff. Some of their comments are quite enlightening! Here are some examples:

- I very much wanted to attend the Fall '87 Managing Student Workers, but it was held during the first week of the semester. This was not a good time for me to be away since I was in the midst of interviewing and assigning 22 students workers on that day.

- Being a clerk, I am welcome to any educational matter that comes my way!!

- There is no problem with what you offer but with the stigma of the title of support staff. Support staff, even though very valuable, do not get the encouragement or credit for being able to think and function as a professional person involved with the integral workings of a library. Perhaps this topic should be addressed in a combined workshop for support and professional staff members. This would not be necessarily continuing education in the true sense but that professionals be made aware of this problem.

The comprehensive continuing education needs assessment survey for professional librarians is copyrighted and is available for use by other library networks for $295.

Library assistants favored the offering of courses in stress management dealing with difficult people, and creative problem solving.

Las Vegas-Clark County, Nev.

Comprehensiveness is the quality that makes the revised educational benefits package of the Las Vegas-Clark County Library District exemplary. The educational background of employees ranges from high school diploma through the master's degree, and the educational benefits package offers financial support for educational endeavors to employees on all levels. The package consists of district funding for inservices and professional conferences, a tuition reimbursement plan for the non-degree-holding employees seeking to extend their job-related education, a stipend program for the paraprofessional seeking to move to the professional level, and a sabbatical program for the professional-level staff member interested in researching an area of librarianship and submitting a proposal for the findings to be developed into a district program.

Last year the Las Vegas-Clark County Library District hosted its first conference aimed at keeping employees abreast of new library technologies. Nationally recognized experts from five areas of library technologies presented information on the technology and its application in the library. The cost to participants was minimal and the district allowed employees to attend on company time. The event was open to all employees, allowing both the paraprofessional and the professional equal opportunity for benefiting from the program. The district plans to make this an annual event. Plans for next year's program are already underway.

The Las Vegas-Clark County Library District is a medium-sized system serving 305,250 patrons over a geographic area of 7,881 square miles with an annual budget of $7,762,616. It is a relatively new system whose first branch opened in 1965. The district has not allowed its youth or size to limit its ability to meet the library needs of its constituents with state-of-the-art technologies and highly trained employees. The revised educational benefits package meets the challenge of providing staff with the opportunity for financial support as they further their professional education.

Multnomah Cty. Lib., Portland, Oreg.

SUBMITTED BY MARY ANN WERSCH, HUMAN RESOURCES DIRECTOR

The Multnomah County Library serves the Portland, Oregon area's over 500,000 residents. Our budget is $12 million and we employ 302 FTE.

We allocate $60,000 annually from our operating budget for staff development. We offer opportunities to all our staff from library page to library director. Our current priorities for the expenditure of funds are:

- nationwide professional leadership and involvement;
- office automation and efficiency;
- supervision and job enhancement.

Because we have purchased PCs for all our departments and branches within the past two years, we have had a high priority on word processing and database management. By next fiscal year, we expect the priorities to change and skills building to replace office automation.

This fiscal year we expect that approximately one-third of our staff development budget will be expended for attendance at professional conferences; about one-third of our budget will be expended on PC training; one-quarter of our budget will be expended for outside workshops and seminars that are job related and approved by the supervisor. The remainder will be expended for inservice training, professional dues, and training materials.

We do have an extensive inservice training program. However, we are careful to use the resources of our own staff and outside speakers who will donate their time or reduce their fees for the library.

Riverside City/County PL, Calif.

SUBMITTED BY BARBARA L. KANDT, HUMAN RESOURCES LIBRARIAN

Riverside City/County Public Library is committed to providing training for its professional and support staff. The training takes several forms. Outside agencies, particularly Careertrak, offer a variety of seminars that a large number of our staff have attended. The City of Riverside regularly offers a supervisory training course lasting six weeks. Being a combined city/county system, staff can also take advantage of training offered by the County of Riverside. The majority of funds for training are regularly budgeted funds. Some gift funds have also been made available for training purposes.

Staff are encouraged to attend American Library Association and California Library Association conferences and most expenses are reimbursed.

In-house training ranges from staff meetings to all-system workshops. The most recent all-system training was on responding to ethnic diversity in Riverside County.

Currently, one employee is on extended leave attending graduate school full-time. I am currently pursuing a certification in personnel management. Although my time is not paid, my courses have been paid for through the library.

Whether it is new technology, storytelling skills or writing performance evaluations, training is available and our staff is encouraged to take part in the training.

Ward M. Canaday Center, Toledo, Ohio

SUBMITTED BY JOHN PHILLIPS, DAVID REIMAN, AND RICHARD ORAM, CARLSON LIBRARY, UNIVERSITY OF TOLEDO

The CE committee at Carlson Library is composed of three librarians elected by the library faculty for three-year terms. This committee coordinates workshops, seminars, and other programs for the library's 32 faculty and 46 support staff.

Beginning in 1986, a major boost was afforded the CE program, when the University of Toledo began a university-wide funding program for faculty development. In that year, over $15,000 was apportioned to the library as its share of the program. The CE committee was charged with organizing activities and overseeing disbursement of individual awards to faculty. The original grant has been renewed and increased in each succeeding year.

The committee has sponsored several lectures and workshops open to library faculty, support staff, and other interested parties on campus. Among the events are workshops on assertive librarianship—led by Janette Caputo, author of a recent book on that topic—team-building, and simple preservation techniques. In fall 1988, the program sponsored a colloquium on collection development; its proceedings will be published in a journal later this year. Other activities have included a librarywide "Blue Sky" session and two orientation days, during which faculty and support staff described current trends and activities in their departments for the benefit of other staff members. The CE committee is expected to play an important role in orientation and staff training for the NOTIS OPAC system now being implemented at Toledo.

A considerable portion of the university's faculty development funds have gone to support individual research and travel to conferences, workshops, and other events that assist in personal professional development. The committee has also approved special purchases of an IBM microcomputer and Macintosh desktop publishing software to assist in faculty computer taining.

Further information concerning the CE program at Carlson Library may be found in the January 1988 issue of *Journal of Academic Librarianship*.

Troy Public Library, Mich.

SUBMITTED BY SANDRA ARDEN, ASSISTANT LIBRARY DIRECTOR

The Troy Public Library encourages all staff to participate in any relevant workshops, courses, training seminars, and in-house or inservice programs. Tuition reimbursement at 50 percent of cost is paid for the City of Troy to full-time employees taking courses bearing upon their jobs. The only requirement is achieving a passing grade of C or better.

Inservice programs are usually geared to all staff interest. They are scheduled around the Friday of, or closest to, Veterans Day when we close the library. Workshops offered by our state association are attended by those staff persons involved in the topics—refer-ence issues, problem patrons, etc.

The annual Michigan Library Association Conference is well attended by most of the librarians on a daily basis, especially if the conference is fairly local. Several employees spend the entire week.

All workshops, all CE programs are paid for by the City of Troy or the Friends of the Troy Public Library, who allot a certain amount each year in their budget to finance this aspect of library donations. Payment includes mileage, meals up to a certain limit per day (no alcoholic beverages), room, and conference registration. This is for instate as well as out-of-state programs.

Time for part-time employees is paid computed on their hourly rate. Part-time employees may not exceed 40 hours of work in one week, so attendance at any workshops must be considered within those guidelines. Full-time classified employees are generally expected to include a workshop, etc., also within their 40-hour week. However, if requested in advance and permission is granted, overtime pay may be accrued at time-and-a-half. Exempt employees earn compensatory time and may work beyond the normal 40-hour work week.

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SEPTEMBER 1, 1989

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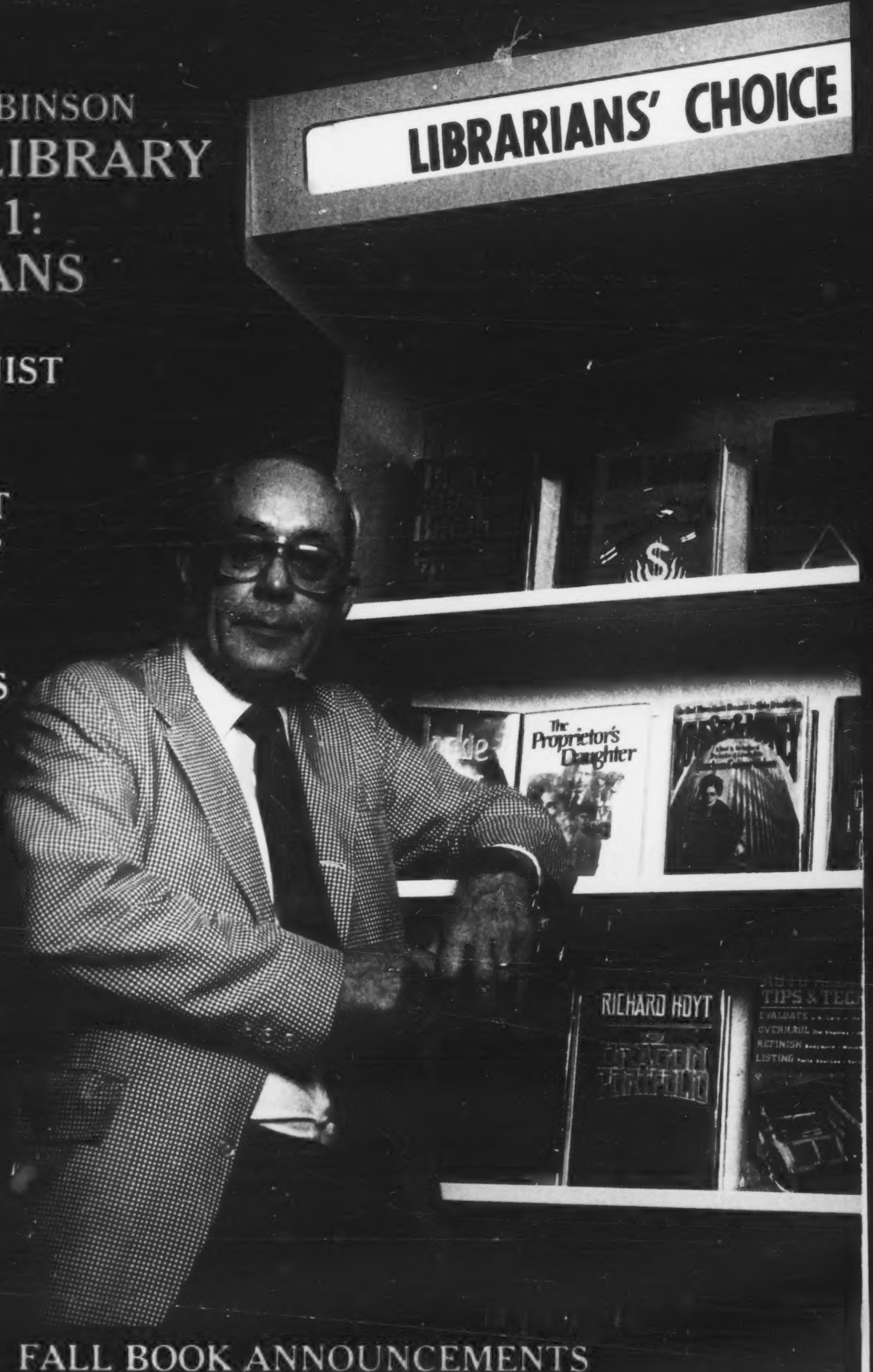
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LIBRARY

Baltimore County's Charles Robinson believes he knows how to save public libraries from the inherent danger within. Read his article beginning on page 147 and see if you agree. Photograph by John Troha

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☐LIBRARY MARKET OUTLOOK☐

BY KIM KENNEDY

Reading Still a Top Leisure Time Activity

Leisure time is a valuable commodity because of its scarcity. Most Americans, in fact, *think* that they have very little free time—far less today than they thought 15 years ago. According to a recent Louis Harris poll, Americans report that they currently have just 16.2 hours of leisure time per week, down from 26.2 hours in 1973.

However, a representative sample of Americans aged 18–64 kept a one-day diary of all their activities for the Americans Use of Time Project, and it reveals a very different picture of leisure time. According to these diaries, men have 40 hours per week of free time, and women have 39. For men, the amount of free time on their hands has not changed from 1965, while women's free time has actually increased by five hours. Since 1975, men's leisure time has increased by two hours—the amount by which it declined between 1965 and 1975—while women's has grown by one hour.

When I was single

The amount of free time a person has actually varies considerably depending upon the age, marital status, and the presence or absence of children. Persons aged 18–35 and those aged 51–64 have more free time than persons aged 35–50, who are in the midst of their family and work lives. Unmarried people have more free time than married ones, and childless people have more free time than those with children. The differences among these groups have widened over time.

Single women, for example, have 11 more hours of free time now than in 1965, while married women have just two additional hours of free time. Single women now have 43 hours per week, compared to 37 hours for married women. The difference is even more pronounced for those with and without children. Childless women typically have 41 hours of free time during the week, compared to just 34 hours for women with children under the age of five. While the amount of leisure time has increased by six hours for childless women, women with children under age five have seen no increase in their free time since 1965.

Regardless of the *amount* of free time people have, reading continues to be an important way to fill it. Today, 14 percent of Americans are avid book readers, compared to just ten percent in 1960 (when television reigned supreme). The Harris poll and the American Use of Time Project provide further indicators that Americans are reading more, as indicated by the Gallup poll reported in "American Reading Habits (and Education) on the Rise," in Library Market Outlook (*LJ*, May 15, p. 22).

Percent of Americans Who Read

	Newspapers	Books	Magazines
At Least Once a Month	90	67	85
Every Day	70	24	18
1-2 Times/Week	17	22	39
1-2 Times/Month	3	21	28

How they spend it

Although the most popular leisure time activity is watching television, reading a newspaper comes in a close second, with 70 percent of people doing it almost every day, and 98 percent reading a newspaper at least once a month. Two-thirds of the American public read a book for pleasure at least once a month (24 percent do so every day, and 22 percent about once or twice per week). Another 85 percent read a magazine at least once a month, 18 percent every day, and 39 percent at least once or twice a week.

It is also clear that many people turn to their libraries for a lot of this reading. Many earlier studies showed that library book borrowers are more likely than other citizens to be book buyers as well. In the annual study of library circulation conducted by the University of Illinois Library Research Center, library book circulation had increased to 5.7 books per capita in 1988, up from 4.7 in 1980. In other words, Americans borrowed 21 percent more books in 1988 than they did in 1980.

Less leisure means more reading

Interestingly, those with the least amount of leisure time (those 35–50 years old) are those most likely to buy and read books, according to the annual Gallup report on book buying and reading habits. Persons aged 35–49 are 26 percent of the population, but buy 31 percent of the books. They are also more likely to be "heavy" buyers of books (five or more books over a three-month period). Nearly a third of 35- to 49-year-olds are heavy buyers of books.

As increasing numbers of baby boomers move into this age group, the book industry should have a boom of its own. From 1988 to 2000, the population aged 35–49 will grow by nearly a third (32 percent) to reach 63.8 million. At this rate, there will be 4.9 million more heavy book users in the year 2000. If each of these people purchase five books over a three-month period, an additional 99 million books will be sold during the year to heavy book buyers.

Since it is known that library book circulation parallels book buying, the book buying boom should indicate a similar boom in library circulation.

Kim Kennedy is an economist with Cahners Economics, which provides industry analyses and forecasting services for the markets its magazines serve

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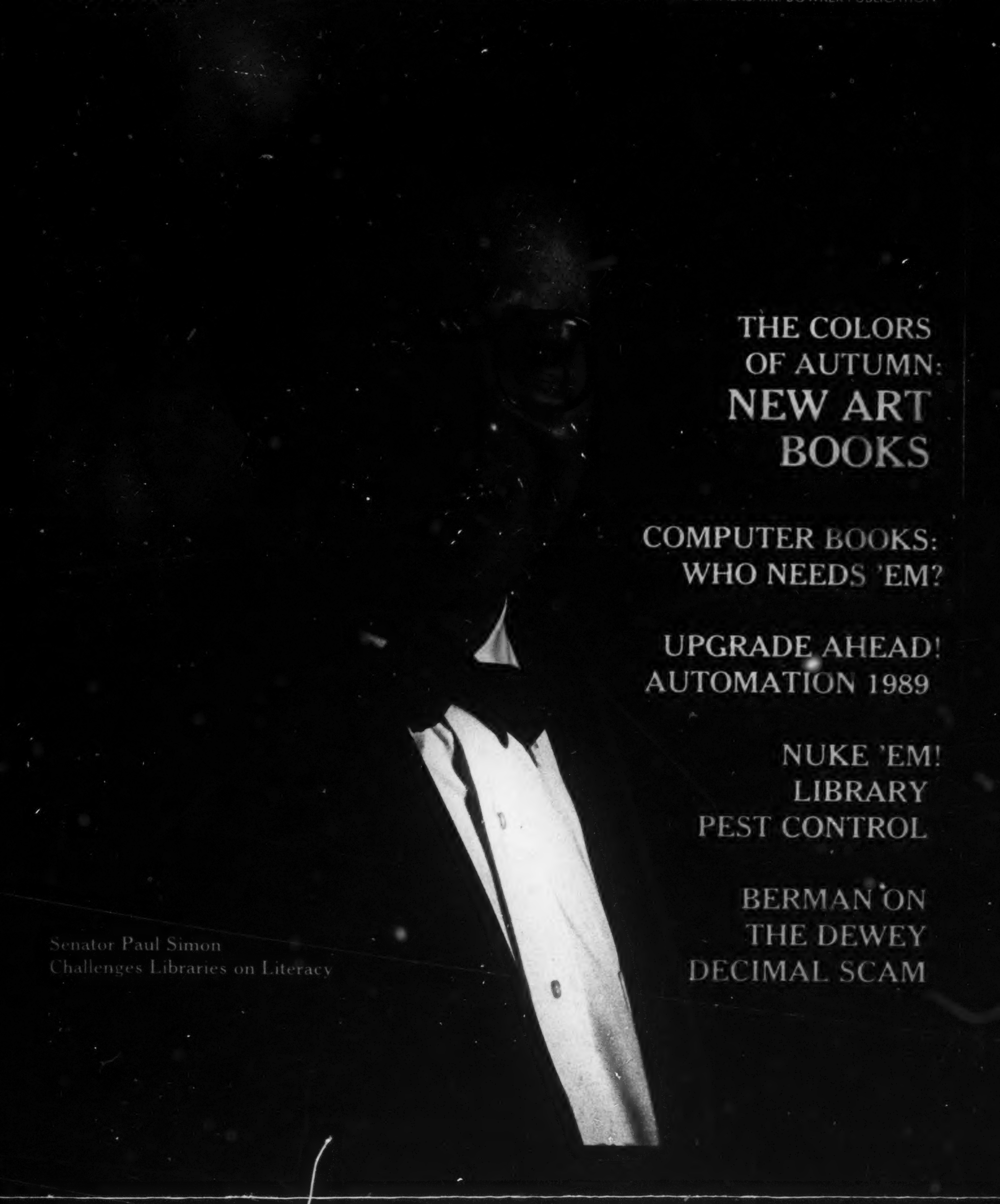

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Senator Paul Simon (D-Ill.) in his office in the Dirksen Building, Washington, D.C., where he met with LJ to talk about his proposed omnibus literacy bill. See the complete interview in News, p. 17. Photograph by Katherine Lambert

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LIBRARY MARKET OUTLOOK

BY DEBORAH SELSKY

Libraries Face Continued Price Increases of Books and Periodicals

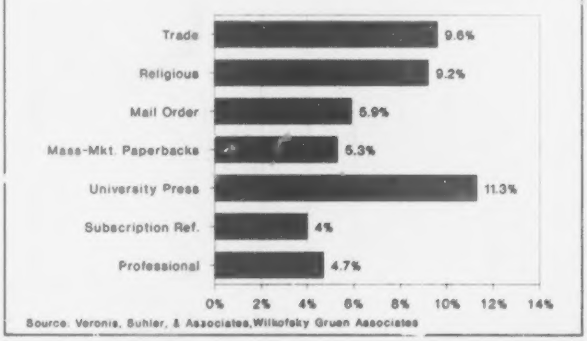
Inflation has been the watchword throughout most of this year as we saw prices for consumer goods increase at annualized rates of four to six percent. The Federal Reserve Board, determined not to see a repeat of the 1980–1982 period of double-digit inflation rates, began pursuing its anti-inflationary policy. Its goal was to increase interest rates in order to slow economic growth and take some of the pressure off prices.

So far, this strategy seems quite successful, and the Fed has relaxed its grip on the economy. The most recent data indicate that the threat of runaway inflation has passed. The price index for consumer goods increased 0.2 percent from May to June 1989—an annualized rate of only 2.9 percent. Meanwhile, the Producer Price Index (a measure of prices at the manufacturer level) actually declined slightly.

While the Fed's policy has quelled fears of runaway inflation rates, prices are expected to increase at a more rapid pace over the next few years. Cahners Economics forecasts 4.2 percent annual growth in consumer prices through 1991. After a five percent increase this year, consumer prices should rise only 3.8 percent in 1990 and four percent in 1991.

Book Price Outlook

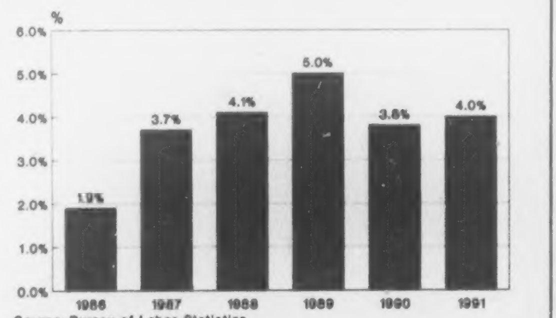
(Compound Annual Growth Rates 1988-1991)



Source: Veronis, Suhler, & Associates,Wilkofsky Gruen Associates

Consumer Price Index

(Annual Percent Change)



Source: Bureau of Labor Statistics
Forecast: Cahners Economics

In the publishing industry, however, price inflation is not a recent phenomenon and will not peter out so easily. Librarians and other book purchasers have seen average book prices increase at an annual rate of 7.2 percent from 1985 to 1988. At the same time, the average subscription price for periodicals grew an average of 9.2 percent per year.

The inflationary book market

The prices of books and periodicals—the materials on which libraries spend most of their acquisitions budget—have increased faster than prices of all consumer goods. The Consumer Price Index rose an average of 3.5 percent per year over the past five years, half the book price inflation rate.

Worth the paper it's printed on?

Why have book and periodical prices increased more rapidly than overall consumer prices? Primarily, rising book prices are attributed to high paper costs. In 1988, the price index for all types of paper increased 10.5 percent above the year before. Naturally, publishers passed along some of this extra burden to the consumer by way of higher book prices.

The growing demand for books has also allowed publishers to increase their prices. From 1983 to 1988, unit book sales to consumers and libraries (including all types of books except textbooks) rose 1.8 percent per year. Book sales volume is expected to reach two billion units by 1991.

Book prices will continue to rise as long as demand is expanding. The latest projections by Veronis, Suhler & Associates expect book prices to increase at a more rapid 7.7 percent per year through 1991. The prices of those books most often purchased by libraries—trade, professional, and reference books—will grow at an annual rate of 9.6 percent, 4.7 percent, and four percent, respectively. In the university press market, the average price is expected to increase 11.3 percent per year over the next three years.

The growth rate of periodical prices is not expected to ease up in the near future either. The average subscription price of all periodicals will rise 9.5 percent this year.

It is unfortunate that these escalating price increases come at a time when many publicly funded libraries are faced with tightening budgets. This puts a squeeze on both ends. Libraries are trying to grapple with this problem of having to spend less money without losing their selection and variety of materials. They are just beginning to get around this by using ILL and online database systems.

Deborah Selsky is an economist with Cahners Economics, which provides industry analyses and forecasting services for the markets its magazines serve

An LJ *forum takes a byte into a burgeoning book market*

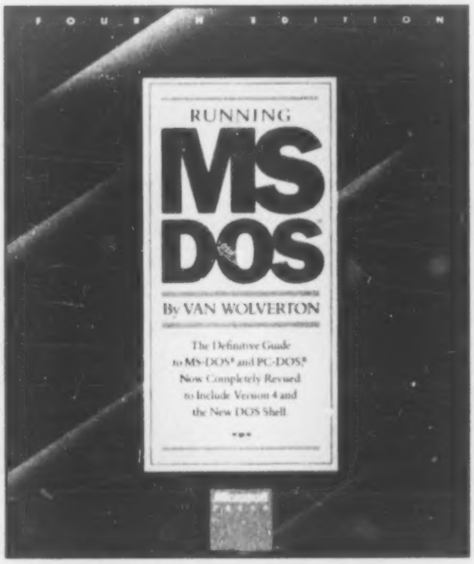
Getting with the Program(s): Building a Computer Book Collection

By Judy Quinn

"IT'S LIKE SAYING it's safe to go back in the water just as the shark is out devouring the latest swimmer." That half-serious comment comes from Brady Books publisher Michael Mellin about recent articles trumpeting the revived computer book market. But it's no joke for librarians wading through the current flood of computer books; they often feel at sea about the best choices for their collection.

"Sometimes it feels like we're playing pin the tail on the donkey," admits Meg Baker Eversen, an associate buyer for Baker & Taylor, who works with librarians in making their computer book selections.

How *can* librarians navigate collection development in this area? *LJ* recently brought together a forum of librarians, publishers, and distributors to explore the issue. During the discussion, some guideposts started to appear: Buy those new software manuals, they said, but supplement them with other reference and other subject area books. Most of all, try to stay informed on what's new and upcoming in the computer industry.



An important component of a collection, the *LJ* forum participants said, will be the new, growing crop of business software manuals. Unlike the first wave of computer books in the late 1970s and early 1980s, which emphasized a home use of computers that failed to really take off, the new general interest titles reflect the increased use of computers on the job. That phenomenon will only keep growing. People have to learn the company's operating system, word processing, database, and/or spreadsheet programs—and need software manuals to help them do so.

These manuals come from a whole spinoff industry that developed as computer users found software's original documentation unintelligible. "Often I'll throw out the documentation right away and grab a manual," says Baker Eversen. While documentation is improving, manuals often refine on the abilities of computer software. "Most documentation only tells you what's there; the books tell you how to do things with what's there," says Mike Miller, marketing manager for the Que Corporation, publisher of computer books.

"You have to have these manuals for the patrons who can't afford them," says Ron Petrusha, a computer book editor at Bantam and a former computer book buyer for Golden-Lee Book Distributors Inc. Baker Eversen sees the manuals serving as a "test drive market," much in the way a travel guide collection does. "Patrons may want to take 14 books on a program home and test them out to decide which suits them best, and maybe buy that one," she says.

The best basics

But which manuals to buy? *The Software Encyclopedia* (Bowker, 1988) lists over 29,000 microcomput-

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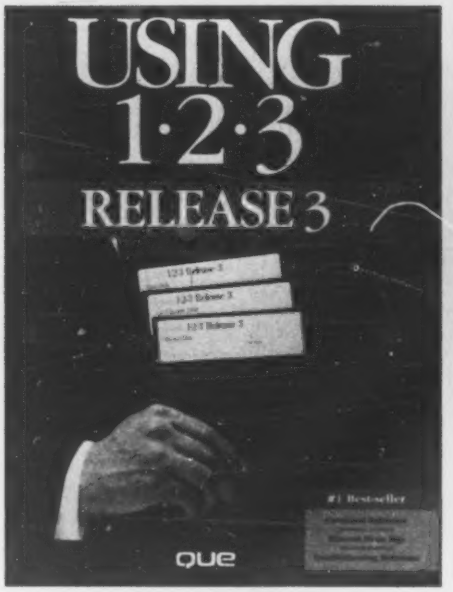
Judy Quinn is Associate Editor, The Book Review, *LJ*



Sams Understanding Series
Understanding dBASE IV

er software packages, an astounding number to even consider supporting with books. Que's Miller provided *LJ* with data on what are the major PC applications and programs and the percentages of their use (see charts and definitions of programs, p. 52-53). Buying a corresponding mix of computer books would be a good start on a collection, or, on a smaller scale, to buy one standard book on the major operating system, word processing, spreadsheet, and database programs. When *LJ* asked for the best books in these areas, the forum participants, surprisingly, all quickly came up with the same four titles: *Running MS-DOS*. 4th ed. (Microsoft Press); *Using WordPerfect*. Series 5 Edition (Osborne/McGraw-Hill); *Using 1-2-3 Release 3* (Que); and *Understanding dBASE IV* (Sams).

Miller also cites *Using 1-2-3* as an example of good format for a software manual. "What's important in this industry is not so much the publisher or the author—although there are authors and publishers who seem to consistently do better books—but the information in the book and how it's set up. The best books are a good introduction to the software, being comprehensive as well as a complete reference. The first half of *Using 1-2-3* is a step-by-step tutorial; the second half, a reference of all the commands."

"Take a good look at the manual," Baker Eversen advises librarians. "Does a computer user need to have it constantly near the computer, or is it a book to consult three or four times? If it's the first, you might shy away from getting it for your library."

Beyond the bookstore

As Baker Eversen's comment suggests, libraries sometimes have different and additional choices than just the popular titles stocked by bookstores. Library distributor Baker & Taylor's list of current computer best sellers is not just made up of the manuals that dominate the bookstore shelves.

For example, by having a collection of books on older versions of computer systems, librarians are performing a real service to patrons, who often can no longer find these books in bookstores. Librarians say they still get circulation from and requests for books about the Timex Sinclair and Commodore computers, on dBASE II (the latest versions are IIIplus and IV), Lotus 1-2-3 version 1.2 (the latest versions are 2.2 and 3), or WordPerfect 4 (the latest is version 5). Gladys Shapera, assistant director of technical services at the Carnegie Library of Pittsburgh, says that, for example, a 1986 computer book title, which one would think has become "outdated," has as much as 60 circs on it.

"There's a large number of people out there using good, basic products who don't have the money, the time, or the inclination to get the new enhancements to the programs," says Gloria Rohmann, assistant chief of New York Public Library's Science and Technology Research Center. "You need to have the older books for them."

Computer books publishers recognize this; most maintain a strong backlist, even though a bookstore may choose not to carry older titles. Libraries are finding they keep a strong "backlist" on computer books collections as well.

"I probably won't get rid of much," says Bonnie Brant, a collection development specialist at the Prince Georges County Memorial Library System (Maryland). She is developing weeding procedures for the system's computer book collection. "It's a relatively new collection, and the circulation figures for most of the books still justify having them on the shelves."

Brant says her library system, since it is in the Washington, D.C. area, also has books on the programming languages used by the Department of Defense and other government agencies. Indeed, a library's surrounding population may skew its collection away from the popular manual choices toward these special interests. Ronnie Cosel, a senior librarian at the Port Jefferson Free Library (New York) is just starting her computer book collection and plans to purchase a liberal number of books on UNIX, since the nearby university community uses this operating system.

The Carnegie Library serves as a "source of last resort" for the surrounding Pennsylvania counties, says Shapera, so she has to buy "across the board." "We need books on software/software applications, computer history, computer literacy, uses for a PC at home or in small business, how to buy a computer, how to repair a computer, computers for children, computer careers."

In addition, Baker Eversen sees artificial intelligence as a growing area that a public library should have a book or two on, and Miller says that desktop publishing, and the accompanying graphics programs and laser printers and other peripherals, is "now coming about to be useful, affordable, and relatively easy to use. We're starting to publish more books on it."

Tracking the trends

This is just what librarians need to hear about: more "hot topics." As Brant wearily says, "Buying computer books can be a full-time job." But it is not a full-time job for most, although Rohmann says that keeping up on this area may be easier for librarians than bookstore owners. "Librarians are perhaps more open to it than an equivalent population of booksellers. They learned computers in library school. It's become part of the mystique of being a professional librarian."

Trend-tracking cannot be done the traditional way, i.e., reading evaluative reviews. This is to some extent because the books just don't get consistently reviewed in either the computer magazines or professional journals, and, as Que's Miller says, "by the time you get a review on a book, it's too late."

"Right now, for example, you probably should be stocking your books on Lotus 1-2-3 versions 2.2 and 3.0," he says. "You probably won't see reviews on these books for three months and you'll miss the initial push of patron demand." In place of reviews, librarians rely on colleagues, publishers, distributors, and even retail bookstores to help them make their decisions.

Rohmann is in an ideal position in that NYPL receives review copies of computer books to be annotated in the library's *New Technical Books* publication, which is published six times a year. (For subscription info, write: *New Technical Books*, NYPL, Science and Technology Research Ctr., 5th Ave. and 42nd St., New York, NY 10018.)

She and the rest of the NYPL staff can pick which they feel are appropriate for NYPL's collection, and they divide up the writing of the annotations. "We don't call them reviews," she says, "because we don't have the time, nor are we subject specialists to that extent, to really review each book." Instead, they try to stay up on the subject by reading computer magazines and the technology sections of newspapers and sharing their information. "We try to determine what are the popular computer applications and those are the ones we're going to support," she says. "It's a judgment call on our part."

COMPUTER BEST SELLERS
2d Quarter, 1989

1 **The Macintosh Bible** 2d. ed.
Arthur Naiman. Goldstein & Blair.
1988. ISBN 0-940235-01-3. $28.

2 **Running MS-DOS.** 4th ed.
Van Wolverton. Microsoft Pr.
1989. ISBN 1-55615-186-1. $22.95.

3 **Webster's New World Dictionary of Computer Terms**
Webster' New World
Editorial Staff. S. & S.
ISBN 0-139-49231-3. $6.95.

4 **Using WordPerfect 5**
Charles Stewart III et al. Que Corp.
1988. ISBN 0-88022-351-0. $24.95.

5 **Compute!'s Computer Viruses**
Ralph Roberts. Compute! Pubns.
1988. ISBN 0-87455-178-1. $14.95.

6 **Mastering WordPerfect 5**
Susan Baake Kelly. Sybex Inc.
1988. ISBN 0-89588-500-X. $24.95.

7 **Introduction to Desktop Publishing**
David Hewson. Chronicle.
1989. ISBN 0-87701-565-1. $18.95.

8 **Word Processing Secrets for Writers**
Michael A. Banks &
Ansen Dibell. Writer's Digest.
1989. ISBN 0-89879-348-3. $14.95.

9 **The Computer Virus Crisis**
Philip E. Fites & others.
Van Nostrand Reinhold.
1989. ISBN 0-442-28532-9. $19.95.

10 **Compute!'s Mastering PC Works**
Brian & John Flynn. Compute!
1989. ISBN 0-87455-139-0. $19.95.

11 **Mastering WordPerfect 5.0.**
Donna M. Mosich. TAB.
1988. ISBN 0-8306-9384-X. $19.95.

12 **Word 4 Companion: Macintosh**
Gena Cobb & others. Cobb Group.
1989. ISBN 0-936767-14-6. $22.95.

13 **Macintosh WordPerfect Guide**
Donald Richard Read. Compute!
1989. ISBN 0-87455-150-1. $21.95.

14 **WordPerfect Made Easy, Series 5 Edition**
Mella Mincberg. Osborne/McGraw.
1989. ISBN 0-07-881358-1. $18.95.

15 **Norton Utilities Version 4.0: An Illustrated Tutorial**
Richard Evans. TAB.
1988. ISBN 0-8306-2929-7. $15.95.

16 **WordPerfect: The Complete Reference/Series 5 Edition**
Karen Acerson. Osborne/McGraw.
1988. ISBN 0-07-881369-7. $24.95.

17 **Using Harvard Graphics**
Stephen W. Sagman &
Jane Graver Sandlar. Que Corp.
1989. ISBN 0-88022-407-X. $24.95.

18 **Using PFS: First Publisher**
Katherine Murray. Que Corp.
1989. ISBN 0-88022-401-0. $22.95.

19 **Desktop Presentations**
Richard Cole & Sylvia Odenwald.
AMACOM: American Mgt. Assn.
1989. ISBN 0-8144-7719-4. $22.95.

20 **The NeXT Book**
Bruce F. Webster.
Addison-Wesley.
1989. ISBN 0-201-15851-X. $22.95.

This list includes computer titles most in demand from Baker & Taylor nationwide. All titles are in paperback

Peer group wisdom

In this subject especially, librarians are consulting colleagues. Cosel, for example, has asked an academic librarian, Donna Albertus at Stony Brook's Computer Science Library, to provide the Suffolk County Library Association with a list of recommended computer books [*LJ* will publish the list when completed.—Ed.].

And publishers, who, after all, want to see sales of their computer books, are making extra efforts to educate their buyers. Que book buyers get free computer glossaries and other educational materials, and Brady publishes a free quarterly trends magazine called *BradyLine*.

Shapera says that, in the absence of extensive reviews, the publishers' catalogs are even more important. "The publishers that provide us with the most information, that give us information about the audience of a book, are the ones we buy from."

Luckily for librarians, many publishers dropped out of the market during the 1984 sales slump, making the list of computer book publishers easier to contend with. *Computer Publishing & Advertising Report*, a biweekly newsletter (Communication Trends, Larchmont, N.Y.), regularly tracks the output of the following publishers:

> Addison-Wesley; Bantam; Brady/Simon & Schuster, which also distributes Ashton-Tate books; McGraw-Hill/Osborne; Macmillan, which distributes Que, Sams, and Hayden; Microsoft; Prentice Hall; Sybex; TAB; and Wiley. (Other publishers in the field include Cobb, Compute! Pubns., Dow Jones-Irwin, IEEE Press, Intel, M&T Press, MIS: Press, Scott Foresman, etc.)

Expect the list to get smaller. Michael Mellin, who conjured up that shark analogy, says publishers will soon be getting devoured in the competitive waters of this marketplace.

MAJOR APPLICATIONS

These charts, courtesy of Que Corp., show percentages of use of the major PC applications and programs, first by general categories (spreadsheets, databases, etc.) and then within each category. A corresponding mix of books on these subjects would be a fairly accurate reflection of the popular demand for PC information.

OPERATING SYSTEMS

The operating system controls computer hardware, manages system resources, runs programs, and supervises the interaction between the system and the user.

DOS, including MS-DOS and PC DOS

DOS is the operating system used by more than 25 million IBM-compatible personal computer users. DOS is available in both generic MS-DOS and IBM-specific PC DOS versions.

Macintosh OS

Macintosh and Apple computers run on this operating system, which is not compatible to IBM-DOS.

Windows

Microsoft Windows is an operating environment than runs in conjunction with DOS. Windows has more than two million installed users.

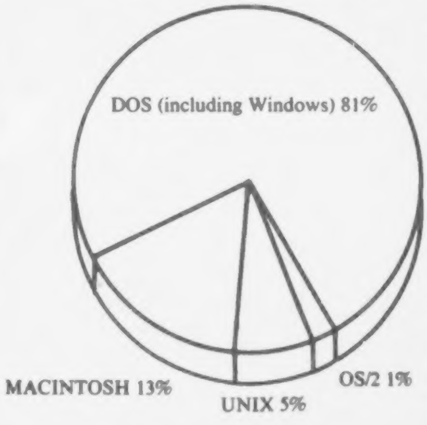
UNIX

This operating system, found primarily in technical and scientific environments, is making steady advances into the PC world.

OS/2

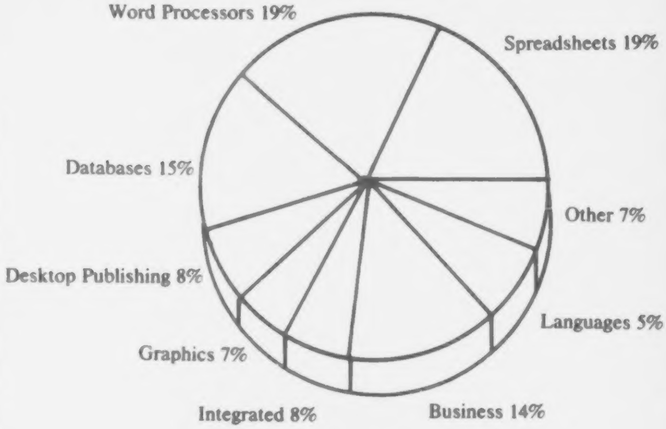
Although not yet widely used, OS/2 is thought by many to be the operating system of the future since it is the operating system for IBM's new (but not yet dominant) PS/2 computers and PS/2 compatibles. OS/2 also runs on Intel Corp.–based 80286 and 80386 microcomputers developed by Microsoft and IBM.

OPERATING SYSTEMS MARKET



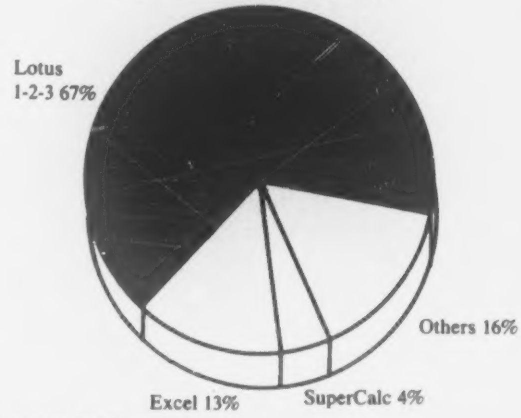
From various sources

APPLICATION SOFTWARE MARKET



Software Publisher's Association--1988

DOS SPREADSHEET MARKET



Source: Computer Intelligence

SPREADSHEETS

A spreadsheet uses a matrix consisting of rows and columns to perform calculations on numerical data. Spreadsheets are widely used in most businesses to perform both simple and complex financial computations.

1-2-3

The most popular spreadsheets come from Lotus. 1-2-3 products hold about a 67 percent share of the IBM-compatible spreadsheet market. At present Lotus markets two products: 1-2-3 Release 2 and 1-2-3-Release 3. Release 2 can run on all IBM-compatible computers. Release 3, however, can only run on today's most powerful machines.

Excel

Microsoft Excel is an advanced spreadsheet for power users. The IBM version of the software—like 1-2-3 Release 3—will only run on today's most powerful machines.

SuperCalc

New SuperCalc5 offers many of the features of 1-2-3 Release 3 in a program that will run on all IBM-compatible computers.

AND PROGRAMS

WORD PROCESSING

Word processing is typewriting with a computer. Words and letters are manipulated electronically, making it easy to copy and edit text.

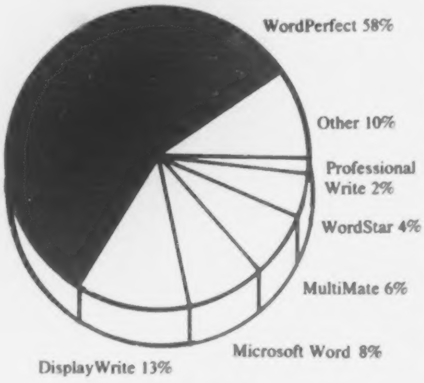
WordPerfect
WordPerfect is the most popular word processing program. Versions of WordPerfect (the latest is version 5) are available for most popular computers. Yearly sales exceed 750,000 copies.

DisplayWrite
DisplayWrite is a word processing program marketed by IBM and popular in corporations. Yearly sales exceed 200,000 copies.

Microsoft Word
The second-best-selling word processing program is also available for both IBM-compatible and Macintosh computers.

MultiMate Advantage, WordStar, Professional Write
Other popular word processing programs.

WORD PROCESSING MARKET



Source: Computer Intelligence

DATABASES

With PC-based database management programs, users can store and manipulate large volumes of data. Database programs can be used to create day-to-day applications, such as inventory management programs and mailing lists.

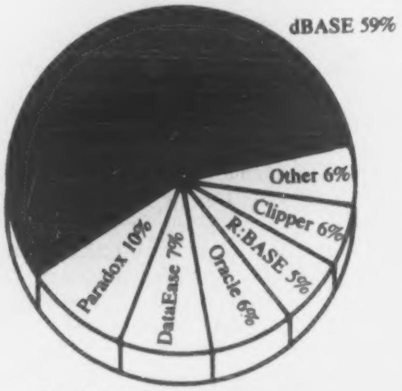
dBASE
The most popular IBM-compatible databases are the dBASE series of software from Ashton-Tate. Two different generations of the product are currently being sold: dBASE III PLUS and the recently released dBASE IV. A Macintosh program from Ashton-Tate, called dBASE Mac, is also available.

Paradox
From Borland, new Pardox 3 is the second-most-popular IBM-compatible database program.

DataEase
DataEase is a user friendly database that is the third-most-popular IBM-compatible database program.

Oracle, R:BASE, Clipper, Reflex, dBXL
Other IBM-compatible database programs.

DATABASE MARKET



Compiled from various sources

DESKTOP PUBLISHING/ GRAPHICS

Desktop publishing programs convert normal text into professional-quality publications. Presentation graphics programs enable users to create high-quality charts and graphs.

Ventura Publisher
Ventura Publisher is the most popular IBM-compatible desktop publishing program. New Version 2.0, along with the Professional Extension, produces typeset-quality output.

PageMaker
PageMaker is the No. 2 IBM-compatible desktop publishing program, and the dominant Macintosh desktop publishing program.

PFS: First Publisher
This is a low-priced desktop publishing program.

Harvard Graphics
This is the best-selling graphics program.

INTEGRATED SYSTEMS

An integrated program combines the features of freestanding software into one easy-to-use whole. Most integrated programs feature word processing, spreadsheet, and database modules.

Smart, including SmartWare II
Smart is a high-end integrated program. SmartWare II is a newly released version.

Q&A
Q&A integrates a critically acclaimed word processor with a versatile database management module.

Enable, Enable/OA
Enable/OA is the latest version of a program popular among corporate and government institutions.

Symphony
From Lotus, the developers of 1-2-3, comes this high-end integrated program.

PFS: First Choice, Microsoft Works, FrameWork III
Other integrated programs for IBM-compatible computers.

Microsoft Works and AppleWorks
Other integrated programs for Apple computers.

PROGRAMMING LANGUAGES

Advanced computer users use programming languages to create their own programs/applications.

C, including Quick C and Turbo C
C is the most popular programming language among personal computer users. Software companies produce various compilers for C programmers; the most popular C compiler is Borland's Turbo C.

Pascal, including Turbo Pascal and Quick Pascal; BASIC, including Quick BASIC; Assembly Language
Other programming languages.

"There will definitely be a shakeout in the industry like the one in 1984," says Mellin. "There is a lot of overpublishing, and some publishers won't survive it," agrees Mike Nicita, computer book buyer for Golden-Lee. "But that doesn't mean computer books aren't here to stay. They will continue to be important to libraries."

What books rise above this surfeit of information? Often, they are seen in the selections offered by computer book clubs. These clubs offer not only the titles of the particular publishing house, but representative titles from others as well. Librarians can join these clubs, or, at least, carefully read their advertisements for book ideas. "I've seen buys on titles from small computer book clubs that are remarkably close to prepub trade. The people buying for computer book clubs are probably among the smartest buyers around," says Mellin.

Distributors also can serve as educational clearinghouses. "I like the way Ingram organizes their computer book catalogs; they represent a variety of publishers and they provide annotations," says Shapera. Baker & Taylor is starting a twice-yearly supplement called *Computer Press Update* (*CPU*), which, along with trade advertising, will have a trends column. Other major distributors like Blackwell North America, Brodart, and Golden-Lee also provide support materials and help in building this subject collection.

Looking at bookstore collections can help, too. Brant likes to go to the computer book room at the Maryland Book Exchange bookstore and see how much shelf space is devoted to each subject. Specialty computer bookstores are worth a visit, and the bookstore staff can usually make knowledgeable computer title suggestions.

Larry Price, Ingram's director of marketing, also suggests visiting the local software store for ideas. "They may even be interested in donating books to you, putting their name inside the book jacket. It could save the library some money," he says.

Even consulting all these outside sources won't make trend-predicting an exact science. Knowing what software will survive prerelease hype, for example, is never a sure thing, and, indeed, is the reason publishers experience a high book return rate in this area and sometimes enact last-minute title cancellations.

"You don't always know what subjects are going to be hits," says Que's Miller. "Some have a nice blip in the beginning and then die. Sprint, for example, looked strong, but then it didn't take off."

So, proceeding with caution on new technology isn't necessarily a bad move, especially for a small library with limited funds. "A lot of people do have that wait-and-see attitude," admits Miller.

The current example of tricky trend prediction is OS/2, the new operating system that IBM expects will replace DOS. "I bought everything on sight on OS/2, and no one is asking for it," says Rohmann. Publishers agree that these first-generation books were often DOS books reworked for OS/2 users, and that, as Rohman says, "DOS will be around for a long time."

But jumping the gun—or gettting on the wrong software bandwagon—is just part of the job, says Shapera. "The public library has to be reflective of society, and if people are going to be making these choices, mistakes, or whatever, we need to have some of those books on the shelves."

Current complaints/future changes

As frustrating as it is to stay on top of trends, librarians complain more about the current books on their shelves. There is no good all-around dictionary of computer terms, they say; the ones out there get outdated quickly. Something with looseleaf updates would be welcome.

Even more problematic is that many computer books come in paperback only. "Not only do they fall apart, but when you try to replace them—and you can't always if a publisher has gone out of print—there's a whole processing time before they're back on the shelves," says Rohmann, whose collection at least has less than typical wear-and-tear since it is in closed stacks.

The solution for NYPL and the Carnegie Library is to bind paperback computer books immediately. Publishers still do offer some hardcover versions of books, many of which are given to the computer book clubs.

Another computer book dilemma is not so easily erased: many now come with a disk or diskette. To avoid a cataloging nightmare and damage, loss, or theft of disks, Brant says she just does not buy disk books. Publishers, however, warn that these books are here to stay and will become even more popular as consumers become more comfortable learning right on the computer, rather than from a manual. Bantam's Petrusha cites the popular Microsoft disk/book *Learn C Now* as the kind of a successful interactive tutorial book "that is going to become much more widespread." He admits, however, "These sort of books aren't perfect for libraries, unfortunately."

Or are they? Rohmann says the NYPL is toying with the idea of creating a media center with PCs, where patrons can use these sort of books. "We feel we shouldn't exclude things strictly on the basis of format. We can be a place where people can try out new technology. That's another important role libraries play."

Computer Book Clubs

McGraw-Hill Book Clubs
Box 582
Hightstown, NJ 08520-7825
609-426-5000

Has the Byte Book Club for popular computer titles and the Electronics and Control Engineers' Book Club for more technical titles.

Macmillan Book Clubs, Inc.
Front and Brown Sts.
Riverside, NJ 08370
609-461-9339

Has the Small Computer Book Club for popular titles and Library of Computer and Information Sciences club for more theoretical titles.

TAB Books, Inc.
PO Box 10
Blue Ridge Summit, PA 17214
800-233-1128

Has the Computer Book Club for popular computer use and Electronics Book Club for more technical titles.

Specialty Computer Bookstores

McGraw-Hill Bookstore
1221 Ave. of the Americas
New York, NY 10020
212-512-4100

Powell's Technical Bookstore
32 NW 11th St.
Portland, OR 97209
503-228-3906

Kroch's & Brentano's General Store
29 S. Wabash Ave.
Chicago, IL 60603
312-332-7500 or (800) 833-BOOK

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The state of automation in 1,003 libraries

Upgrading Systems, Software, & Microcomputers

MORE THAN 60 PERCENT of the libraries surveyed currently have an integrated, online library system or plan to purchase one within the next two years. This is one finding from a recent survey of 1,003 libraries conducted for *LJ* by the Cahners Publishing Company Research Department.

If the Cahners sample is typical, and there is no reason to believe otherwise, library automation has long since moved from its experimental phase into the library mainstream. Automated systems and computers, now common in public and academic libraries, will soon be ubiquitous.

Even among the 365 libraries that do not plan to purchase a system in the next two years, more than 70 say they will buy a system as soon after that as they can negotiate the funds and politics of the problem. The others, most of which will not buy because they don't have the money, should ultimately raise those funds, or find less expensive options available soon. Actually, nearly six percent of those that reported no system are either using smaller microcomputer-based programs or are part of larger automation consortia.

Still, 58 respondents claimed their public and academic libraries were too small to need a system.

Upgrading old systems

More than 60 percent of the systems in the 367 libraries that currently have one were installed in the last five years (1989 included). Nearly 85 percent of those systems were installed in 1980 or later. About 64 percent of the currently installed systems were purchased from the ten top vendors, with the remaining 36 percent coming from some 25 firms.

The Survey

This article is based on a survey conducted by the Research Department of Cahners Publishing for *Library Journal*. On April 14, 1989 a four-page questionnaire was mailed to 2000 *LJ* subscribers selected on an Nth name basis, but with 1000 to public librarians and 1000 to academic librarians. By May 19, 1989 returns had been received from 1,003, for a response rate of 50 percent. Of the 1,003, 53 percent came from academic librarians and 46 percent from public librarians.

Despite those facts, an amazing 49.6 percent of these 367 libraries have already upgraded their systems at least once. Surprisingly, 51.8 percent of these libraries plan to upgrade these systems in the next two years.

A whopping 58.5 percent of the public libraries, and 40 percent of the college and university libraries have already upgraded their systems. Two-thirds of this upgrading occurred in 1988 and 1989. Most of those that upgraded their systems (81.3 percent) purchased the upgrade from their original vendor. That leaves about 20 percent of the libraries willing to change systems rather than buy the upgrade from their current vendor.

What the systems do

Predictably, circulation control was the module most common among those purchased by the libraries with systems. Circulation was, after all, the first library function that was automated, and 79 percent of the libraries with systems have automated circulation control. Cataloging was

HARDWARE (CPU) CURRENTLY INSTALLED
Question 7: What hardware (CPU) is currently installed in your library?

	Total Respondents	Public Library	College/ University Library
BASE:	367 (100.0%)	183 (100.0%)	180 (100.0%)
Digital Equipment Corp	23.2%	29.5%	16.7%
IBM	23.2	13.1	33.3
Unisys	6.5	4.9	8.3
Hewlett-Packard	6.0	6.6	5.6
Geac Computers, Inc.	5.7	3.8	7.8
Honeywell	3.8	6.0	1.7
Tandem	3.5	4.4	2.8
Data General	3.0	2.7	3.3
Altos Computers	2.2	3.3	1.1
CLSI, Inc.	1.6	2.7	0.6
Sequent Technologies	1.6	2.7	0.6
Telex Computer Products	1.1	0.5	2.2
Other	10.5	6.7	13.2
Do not know	6.0	8.2	3.9
No answer	12.5	16.9	7.8

NOTE: Totals exceed 100.0% due to multiple answers.
BASE: Those respondents who indicated in Question 4a that their library currently has an integrated library automation system.

"A whopping 58.5 percent of the public libraries, and 40 percent of the college and university libraries have already upgraded their systems . . . . Most of those . . . purchased the upgrade from their original vendor. That leaves about 20 percent of the libraries willing to change systems rather than buy the upgrade from their current vendor"

the second most popular, with 63.8 percent of the libraries using automated cataloging modules on their systems. In academic libraries, however, 70.6 percent had opted for an online public access catalog module (OPAC) slightly more than the number that wanted to use their system for cataloging (69.4 percent).

The choice of an OPAC module was one of a few significant differences in the choice of functions between academic and public libraries. Academic libraries seem to be far more interested in serials control (40.6 percent) and acquisitions (44.4 percent) modules than public libraries are (7.1 percent have serials control and 25.7 percent have acquisitions on their systems).

New functions wanted

Nearly 75 percent of these libraries purchased all these functions as part of a fully integrated system. However, nearly 11 percent of the libraries reporting systems also bought separate, stand-alone subsystems for some functions. Whether this percentage will grow may depend upon the availability of inexpensive database subsets in microcomputer-driven, stand-alone modules in the future.

Whether separate or as part of their existing systems, a substantial number of libraries want to automate new functions within two years. More than 17 percent will purchase acquisitions software, and another

UPGRADE OF SYSTEMS SINCE FIRST INSTALLATION
Question 12a: Have you upgraded your automation system since its first installation?

	Total Respondents	Public Library	College/ University Library
BASE:	367 (100.0%)	183 (100.0%)	180 (100.0%)
Yes	49.6%	58.5%	40.0%
No	43.3	32.8	54.4
No answer	7.1	8.7	5.6

BASE: Those respondents who indicated in Question 4a that their library currently has an integrated library automation system installed.

YEAR OF LAST UPGRADE
Question 12b: In what year did you last upgrade?

	Total Respondents	Public Library	College/ University Library
BASE:	182 (100.0%)	107 (100.0%)	72 (100.0%)
Before 1985	2.2%	0.9%	4.2%
1985–1986	6.1	6.6	5.6
1987	12.6	14.0	11.1
1988	33.0	29.9	36.1
1989	33.5	35.5	30.5
No answer	12.6	13.1	12.5
Average Year:	1988	1988	1988

BASE: Those respondents who indicated in Question 12a that they have upgraded their automation system since its first installation.

"Most public libraries . . . also plan to replace their CPUs or computers, and substantial numbers of both plan to add new modules or functions to their systems . . . . more than 46 percent . . . operate on computers from . . . DEC or IBM. The remaining hardware came from some six to ten manufacturers"

PURCHASED FROM A DIFFERENT VENDOR WHEN UPGRADED

Question 12c: Did you purchase from a different vendor?

	Total Respondents	Public Library	College/ University Library
BASE:	182 (100.0%)	107 (100.0%)	72 (100.0%)
Yes	11.0%	14.0%	5.6%
No	81.3	79.4	84.7
No answer	7.7	6.6	9.7

BASE: Those respondents who indicated in Question 12a that they have upgraded their automation system since its first installation.

14.7 percent will buy serials control modules. Nearly 11 percent do want to expand their systems to serve as OPACs. It looks as though most libraries will turn to the vendor from whom they originally purchased their systems for these new functions, but many will opt for separate standalone systems for some functions.

PART(S) TO BE UPGRADED

Question 13b: If "Yes," what part?

	Total Respondents	Public Library	College/ University Library
BASE:	190 (100.0%)	97 (100.0%)	90 (100.0%)
Computer system	46.3%	57.7%	34.4%
Modules/sub-systems	38.9	32.0	45.6
Terminals	56.3	57.7	55.6
Other	11.6	8.2	14.4
No answer	3.2	3.1	3.3

NOTE: Totals exceed 100.0% due to multiple answers.
BASE: Those respondents who indicated in Question 13a that their library plans to upgrade their automation system within the next two years.

MANUFACTURERS OF MICROCOMPUTERS FROM WHOM RESPONDENTS PLAN TO PURCHASE

Question 20c: From whom do you plan to purchase?

	Total Respondents	Public Library	College/ University Library
BASE:	49 (100.0%)	33 (100.0%)	14 (100.0%)
Apple Computer Corp	16.3%	21.2%	7.1%
IBM	36.7	36.4	42.9
Tandy/Radio Shack	4.1	6.1	--
Zenith Data Systems	2.0	--	7.1
Do not know	20.4	27.3	7.1
Other	8.3	--	14.4
No answer	12.2	9.0	21.4

BASE: Those respondents who indicated in Question 20b that they plan to purchase microcomputers within the next two years.

Hardware, terminals, printers

Most public libraries (57.7 percent) also plan to replace their CPUs or computers, and substantial numbers of both plan to add new modules or functions to their systems. Currently more than 46 percent of those libraries with systems operate on computers from the Digital Equipment Corporation (DEC) or IBM. The remaining hardware came from some six to ten manufacturers, with Unisys, Hewlett-Packard, and Geac accounting for six percent each and Honeywell, Tandem, and Data General for three percent each.

Most public (57.7 percent) and academic (55.6 percent) libraries with systems will upgrade their terminals in the next two years. Actually 67.3 percent of all the libraries plan to purchase additional terminals in that time period. Many will also replace old ones.

Nearly 60 percent of the libraries that have printers are planning to purchase additional printers within two years. About half of those that don't have printers now will purchase them. Many libraries expect to buy more than one type of printer. That is why about half expect to buy dot matrix printers, yet a third will buy laser printers, and another third will buy letter-quality printers. Hewlett-Packard and IBM printers are most often chosen.

Microcomputer madness

More than 86 percent of the 1,003 responding libraries currently own microcomputers. There are microcomputers in 93.6 percent of the academic libraries, 68 percent of which are from IBM, 39.7 percent from Apple, 21.6 percent from Zenith Data Systems, and 7.7 percent from Tandy/Radio Shack (this totals more than 100 percent because libraries may own several brands). While 22.2 percent of the academic libraries have only one or two micros, 41 percent have from three to ten, and a surprising 32.5 percent have from ten to 50 micros on the premises.

In public libraries, 46.7 percent of the microcomputers are from IBM, 49.4 percent from Apple, 7.2 percent from Compaq, and 5.5 percent from Tandy/Radio Shack. About half (46.7 percent) of these public libraries have only one or two microcomputers, but a surprising 16.5 percent have from three to ten, and 15.2 percent own from ten to 50 machines.

A full 68.9 percent of those that already own micros expect to purchase more within two years, but only a third of the 133 libraries that don't own a micro will buy one in two years. Of these prospective purchasers, IBM and IBM compatibles can expect to capture 65 percent of the sales. Apple Computers will capture 27 percent, and Zenith Data Systems will sell 12.9 percent. All other brands come in at less than ten percent.

The uses of microcomputers in libraries follow in order of popularity:

Word processing	88.3%
Spreadsheets	63.6
Educational	49.9
Graphics	41.6
Databases	9.0
Cataloging	8.4
Online Searching	6.9
CD-ROM	4.3
Public Access	2.9
Accounting/budgets	2.2

The automation budget

While the libraries responding reported an average annual budget of $38,000 for automation, they clustered around the high and low ends of the range. For example, 18.1 percent of the libraries will spend less than $1000 while 14.7 percent will spend $100,000 or more, and 22 percent will spend $50,000 or more. Some 20 percent expect to spend from $1000 to $9,999, while 38.2 percent annually budget from $10,000 to more than $100,000 for automation.

Remaining questions

It is surprising that libraries that purchased systems within the most recent three years already find it necessary to upgrade those systems. While some upgrading is predictable, the interval most experts used to forecast was seven or eight years. The interval dropped to five or six years a few years ago, as practitioners joined vendors in discovering a technological reality. The current practice seems to be bringing the interval down to two to four years.

Part of the need to upgrade these systems so soon can be attributed to the steady march of computer technology, including recent tremendous increases in capacity that allow for massive increases in function. A more troubling part of the need to upgrade is that libraries have apparently purchased systems of either inadequate capacity, or that lag behind the current state of the art in computer technology. Some will blame the competitive bidding process for this problem, some the vendors, some the consultants, and others the lack of technical expertise in libraries. One thing is certain, all those interested parties should take another look at questions of capacity and the degree to which a system is up-to-date.

> *"A more troubling part of the need to upgrade is that libraries have apparently purchased systems of either inadequate capacity, or that lag behind the current state of the art in computer technology. Some will blame the competitive bidding process for this problem, some the vendors, some the consultants"*

MANUFACTURERS OF MICROCOMPUTERS FROM WHOM RESPONDENTS PLAN TO PURCHASE

Question 25b: If "Yes," which of the following manufacturers do you plan to purchase from?

	Total Respondents	Public Library	College/ University Library
BASE:	596 (100.0%)	207 (100.0%)	384 (100.0%)
IBM	58.1%	57.0%	58.1%
Apple Computer Corp.	27.0	27.1	27.1
Zenith Data Systems	12.9	3.9	18.0
IBM Compatible	7.0	1.9	1.0
Compaq Computer Corp.	3.7	6.3	2.3
Tandy/Radio Shack	2.7	2.9	2.6
Wyse Technologies	2.0	0.5	2.9
AT&T	1.5	1.0	1.8
Epson America	1.3	1.9	1.0
Leading Edge	0.8	1.4	0.5
UNISYS	0.8	0.5	1.0
Hewlett-Packard	0.7	0.5	0.8
OCLC	0.7	0.5	0.8
Undecided	4.0	4.3	3.9
Other	5.3	5.4	4.9
No answer	6.7	7.2	6.5

NOTE: Totals exceed 100.0% due to multiple answers.
BASE: Those respondents who indicated in Question 25a that they plan to purchase additional microcomputers within the next two years.

Finally, mention must be made of the fast acceptance of the microcomputer into library work. Whether an Apple, an IBM, or another, this computer has become so common as to be treated like another office machine.

Although there are many functions unique to libraries performed on these little giants, the fact remains that most library use of the microcomputer resembles that of most other enterprises—word processing, spreadsheets, some educational purposes, and graphics. It is uncertain how the microcomputer and its capacity to network will be used in the future. We don't know to what extent it will be teamed with other technologies to carry out functions currently performed on the larger, more expensive integrated systems. So far there is little competition between the two, but as micro capacity grows, micros will serve the same needs as many systems do now. **John Berry**

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Richard De Gennaro, Director of the New York Public Library, discusses 30 years of technological change and how the view of librarians must adapt. See his article on page 40. Photograph by Bill Kelly

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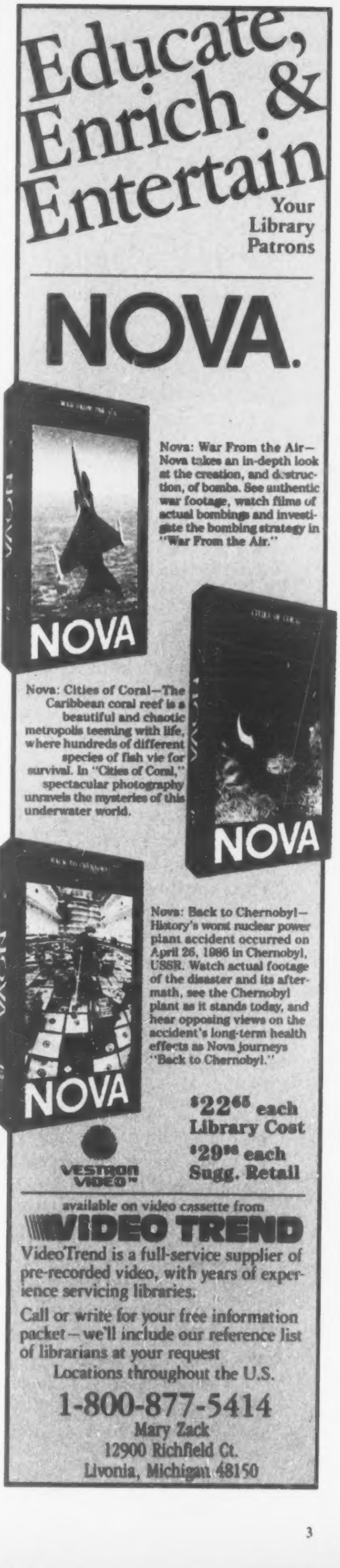

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BY DEBORAH SELSKY

Increasing Educational Attainment Levels Good News for Librarians

The level of educational attainment is on the rise. This is good news for librarians, publishers, and booksellers. Recent surveys have found that Americans with at least one year of college education are the most frequent library visitors, the most avid book readers, and the heaviest book buyers (see also Library Market Outlook, May 15, p. 22; June 15, p. 16).

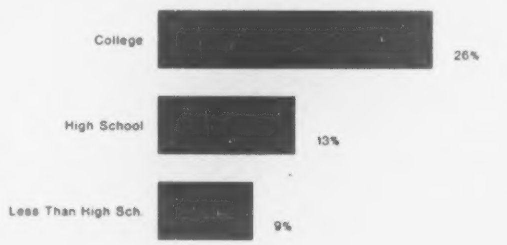
The most frequent library visitors (those who visit at least once every two weeks) are college-educated women aged 18-24 and 35-49 who live on the West Coast, according to a 1985 Gallup survey. These same characteristics also describe the heaviest book buyers and most avid book readers. The 18-24 and 35-49 age groups also have the highest percentage of college-educated people. The Western region of the United States has the highest percentage of college-educated residents. The level of educational attainment appears to be the most important determinant of reading/book-buying habits.

Where's the sex?

The one exception to this finding, however, is sex. The largest number of book buyers and readers are female, whether college educated or not. In fact, a higher percentage of men have a college education, yet women are more likely to frequent libraries and bookstores. One reason is that women, more often than men, escort children to the library, and buy books for children and as gifts.

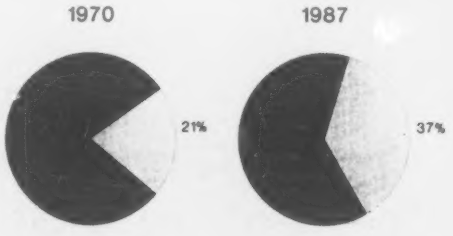
In a recent reading-habits study, 54 percent of the college-educated population indicated that they had been reading a book the day before; 64 percent had finished a book within the past month. Forty-four percent of high school graduates had finished a book within the past month. Only 33 percent of non–high school graduates finished a book in that time period.

Education of Frequent Library Visitors (% visiting at least once every 2 weeks)



Source: The Gallup Organization, Inc.

Educational Attainment of the Population (% with 1 or more years of college)



Source: U.S. Department of Commerce

As a favorite evening pastime, reading lost out to watching TV by all groups of people except college graduates. Indeed, 23 percent of the college graduates preferred reading, while only 18 percent chose TV.

Let's talk demographics

The amount of educational attainment varies significantly by age, sex, race, and region of the country. Although 34 percent of all women have attended one or more years of college, only 17 percent have four or more years. This compares to 41 percent of all men with at least one year of college and 24 percent with at least four years. By race, 38 percent of whites, 26 percent of blacks, and 51 percent of all other races (including Indian, Japanese, and Chinese) attend some college.

The age group with the highest percentage of people with some college education is 35- to 44-year-olds. Still, 35 percent of 18- to 24-year-olds and 45 percent of 25- to 34-year-olds have at least one year of college education. Of course, these younger age groups include many people who are just enrolled or about to enroll and would not be included in these totals.

The size of the college-educated population is increasing. In 1987, 37 percent of all persons ages 25 and older had one or more years of college education, while 20 percent had completed at least four years. These percentages have nearly doubled since 1970, when 21 percent had at least one year and 11 percent had at least four years of college.

The trend is toward higher education attainment, as exemplified by the rising percentages of people with some college education. In addition, the percentage of 17- and 18-year-olds graduating from high school is once again increasing, after more than a decade of decline. As the level of education and the number of college-educated people grows, the amount of library visits and the number of books bought and read will certainly increase.

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Organizations are supposed to be good. What does that mean?

The Grail of Goodness:

The Effective Public Library

By Thomas Childers & Nancy A. Van House

THE "GOODNESS" question has been asked about all kinds of organizations, probably forever. Regarding organizations, the goodness question is implied in attempts to describe the benefits derived from organizations, to explain their impact, to restructure them, to count their accomplishments, and, on rare occasion, to disband them. Organizations are supposed to be good; libraries are supposed to be good.

Under the name of Organizational Effectiveness, "goodness" has been studied for decades. In the last 20 years or so, the studies have proliferated, especially in the nonprofit sector, fueled by a mix of social, economic, and political factors. Among those are a more competitive environment for service organizations; a scarcity of financial and other resources; the rise of strategic marketing and public relations in the nonprofit sector; and the increasing demand for accountability.

The library's quest

The library profession has joined the crusade. The pursuit of the Grail of Library Goodness[1] has resulted in thousands of publications and unpublished in-house reports, including studies of use and users, cost-benefit and cost-effectiveness analyses, reports of standard library statistics, works on measurable objectives and output measures, and myriad other writings, all aimed at describing the goodness of the library.

In the library realm, the most substantial effort addressing effectiveness has been in the area of public libraries. Within a 15-year period, the Public Library Association officially abandoned nationwide standards for public libraries; produced two planning manuals oriented toward establishing local objectives (especially service objectives);[2] produced two editions of a manual for output measurement;[3] and seemed to achieve widespread acceptance of the two manuals.

In its concentration on *output* measures and *service* objectives, PLA seems to have assumed that the appropriate directions for public libraries and measures of its achievement (i.e., effectiveness) are related to organizational *outputs* (i.e., service capacity or consumption of services). While the manuals offer choice, that choice is confined to outputs. Moreover, the development of the output measures was done without an empirical base; there was no systematically laid foundation for choosing which measures to adopt. Nor is there a systematically laid foundation for selecting output measures over other kinds of measures to describe library effectiveness.

The emphasis on outputs has been beneficial. It has advanced public libraries in probably the toughest area of self-definition (setting service objectives) and measurement (attaching numbers to the service objectives). However, the search does not end there. Librarians need a firm basis for deciding how to measure their organizations' effectiveness and thus how to represent themselves to the world. Like the manager of any other organization, the librarian needs a better idea of what an effective organization (public library) is before deciding how to measure it.

What defines effectiveness?

The management field has broken new ground in the area of effectiveness in the past ten years. Riding

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largely on the work of Cameron,[4] the management literature now displays a more mature understanding of organizational effectiveness. First, the definition of effectiveness is accepted as *multidimensional*; that is, to describe an organization's effectiveness, one probably must do so in several ways, using several different aspects of the organization.

Second, there seems to be *no single all-purpose definition* of effectiveness that can be applied to all organizations: not all nonprofit organizations, not all libraries, not even all public libraries. Rather, each type of organization needs its own definition. Third, no single definition of or approach to organizational effectiveness is inherently *most valid*. Fourth, at least *four broad approaches* to (models of) effectiveness can be identified in recent management literature. Whereas the literature in the field seems to assume that a library's service outputs are the sole valid measure of effectiveness, that approach is only one of several possible.

- The *goal* model views effectiveness in terms of the organization's achievement of specific ends. It stresses outputs and productivity, such as consumption of services and proportion of usership. This is reflected in both *Output Measures for Public Libraries* and *Planning and Role Setting for Public Libraries*.

- The *process* model says that organizations do not exist solely to attain their goals. They are also social groups seeking to survive and maintain their equilibrium. Thus, effectiveness is measured by internal processes and organizational health (for instance, internal communication and degree of turnover) as well as by goal attainment.

- The *open systems* model emphasizes the organization's need to secure resources from its environment. Relationships with external resources and their controllers—such as those with power in the budgetary process or the ability to pass a tax referendum—thus become the basis for judging effectiveness.

- The *multiple constituencies* model is concerned with the organization's constituent groups. It defines effectiveness as the degree to which the needs and expectations of strategic constituencies, such as certain user groups or leaders in the community, are met. It differs from the open systems model in that constituencies to be satisfied are not necessarily the power elite.

The models emphasize different aspects of the organization's effectiveness. They should be seen as overlapping rather than contradictory. Different approaches may be appropriate under different organizational circumstances. Different constituent groups of the same organization, and even different members of a constituent group, may adopt different approaches to evaluating an organization's effectiveness. For instance, a small stockholder may view Widgetcorp's effectiveness in terms of payment of short-term dividends, while a large stockholder may see it in terms of long-term market share.

The public library effectiveness study

In 1988–1989 the authors performed a national study to discover what comprises an effective public library.[5] The study was intended not to *assess* the effectiveness of libraries or to identify libraries that were effective, but to help *define* effectiveness for public libraries. The study was intended as a prototype for other types of libraries. From the management literature the study assumed that 1) there were multiple ways of viewing effectiveness, and 2) different people or "constituents" of an organization might see effectiveness in different ways.

On a long list of items—potential *indicators* of organizational effectiveness—people were asked to express how useful they considered each indicator to be in describing a public library to another person. The question was tantamount to asking them to identify the facets of the public library that are salient for them. The responses could be seen as tapping their views of the public library—that is, what criteria they use to judge a library's effectiveness. What about the public library is more important to them and what less?

The study was designed not only to identify what particular indicators are important to people, but also to disclose the *broad* views people are inclined to take of the public library.

Constituent groups

Seven key constituent groups of public libraries were chosen in order to test the hypothesis that different groups would view the effectiveness of public libraries in different ways. The groups chosen were considered by the researchers and their advisors to be influential, directly or indirectly, in organization-level decisions.

1. *Library managers* at the highest level of the library
2. *Library service staff* who serve the public directly, in a professional capacity with or without formal professional status
3. *Trustees* of the library, elected or appointed
4. *Users* chosen as they come through the library's doors
5. *Friends* of the Library group members, or equivalent, currently active
6. *Local officials* from the library's funding or jurisdiction, with an official role related to the library, elected or appointed
7. *Community leaders* who have some influence, direct or indirect, on library decisions

Methodology

First, published and unpublished library literature was scoured for items that might indicate effectiveness. Then interviews were held with library staff, city officials, trustees, and users on the East and West coasts. Thus we identified 257 indicators related to the effectiveness of public libraries—such specific things as bookmobile service, speed of acquisitions, number of periodical titles, percentage of holdings intended for juveniles compared to juvenile percentage of population, interlibrary loan fill rate, reserve service, and capital expenditures. The 257 specific indicators were collapsed into 61 broader indicators, such as "Number of materials (items) owned by the library"; "Amount of total expenditures"; "Flexibility of the library, or ability to change" (see chart).

A random sample of public libraries was drawn, with proportional representation in all quadrants of the continental United States and in all size categories of libraries above 25,000 service population. Eighty-four libraries participated. Directors of those libraries were then asked to name individuals in the seven constituent categories.

The questionnaire was mailed to the 2,689 people named, asking:

> Imagine that you want to describe a public library's effectiveness to another [member of the same constituent group, such as trustee, library manager, etc.]. How important would it be for you to know each of the following about that library?

Each indicator was then rated independently on a scale of one to five, unimportant to important; and open-ended questions at the end asked them to add any that were not covered in the 61 listed. Confidence in the findings was bolstered by the response rate: 89.8 percent overall. Even the local officials and community leaders—

Indicators in Rank Order, by Constituent Group, Annotated

	COMMUNITY LEADERS	LOCAL OFFICIALS	FRIENDS	TRUSTEES
1.	**Convenience of Hours***	**Convenience of Hours***	**Convenience of Hours***	**Convenience of Hours***
2.	**Range of Materials***	**Range of Materials***	**Range of Materials***	**Staff Helpfulness***
3.	**Range of Services***	**Services Suited to Community***	**Staff Helpfulness***	**Services Suited to Community***
4.	**Staff Helpfulness***	**Range of Services***	**Range of Services***	**Range of Materials***
5.	**Services Suited to Community***	**Staff Helpfulness***	**Services Suited to Community***	**Range of Services***
6.	**Materials Quality***	**Materials Availability**	**Convenience of Location**	Public Opinion
7.	**Materials Availability**	**Convenience of Location**	**Materials Quality***	Managerial Competence
8.	**Awareness of Service**	**Materials Quality***	Contribution to Community Well-being	Staff Morale
9.	**Convenience of Location**	**Awareness of Services**	**Awareness of Services**	**Materials Quality***
10.	Free-ness of Services	Users' Evaluation	**Materials Availability**	Staff Quality
11.	**Contribution to Community Well-being**	**Contribution to Community Well-being**	Free-ness of Services	Users' Evaluation
12.	Users' Evaluation	**Public Opinion**	**Staff Quality**	Awareness of Services
13	**Speed of Service**	Number of Visits	Building Easy to Identify	**Contribution to Community Well-being**
14.	**Staff Quality**	**Managerial Competence**	**Public Opinion**	Number of Visits
15.	**Public Opinion**	**Speed of Services**	Special Group Services	Convenience of Location
16.	**Handicapped Access**	**Handicapped Access**	Staff Morale	Circulation
17.	Parking	Free-ness of Services	**Managerial Competence**	Goal Achievement
18.	**Managerial Competence**	**Staff Quality**	**Handicapped Access**	Flexibility of Library
19.	Newness of Materials	Circulation	Support of Intellectual Freedom	Users per Capita
20.	Flexibility of Library	Special Group Services	**Speed of Services**	Materials Availability
21.	Number of Visits	**Building Easy To Identify**	Newness of Materials	Special Group Services
22.	Building Suitability	Parking	**Flexibility of Library**	Speed of Services
23.	**Staff Suited to Community**	**Flexibility of Library**	Parking	**Support of Intellectual Freedom**
24.	**Building Easy to Identify**	Newness of Materials	Interlibrary Cooperation	Free-ness of Services
25.	Special Group Services	Goal Achievement	Building Suitability	Amount of Planning and Evaluation
26.	**Support of Intellectual Freedom**	**Staff Suited to Community**	Users' Evaluations	**Building Easy To Identify**
27.	Interlibrary Cooperation	Staff Morale	**Staff Suited to Community**	Materials Expenditure
28.	Staff Morale	Building Suitability	Number of Visits	**Staff Suited to Community**
29.	Circulation	Interlibrary Cooperation	**Staff Contact with Users**	Handicapped Access
30.	**Staff Contact with Users**	Total Expenditures	Goal Achievement	Total Expenditures
31.	Users per Capita	Users per Capita	Circulation	**Efficiency***
32.	**Goal Achievement**	Program Attendance	Building Appeal	Staff Contact with Users
33.	Building Appeal	**Materials Owned**	**Efficiency***	Written Policies, etc.
34.	**Number of Materials Owned**	Support of Intellectual Freedom	User Safety	Building Suitability
35.	Program Attendance	**Efficiency***	Public Relations	Staff Expenditures
36.	Total Expenditures	Staff Contact with Users	Users per Capita	Inter-Library Cooperation
37.	**Efficiency***	**Amount of Planning and Evaluation**	**Amount of Planning and Evaluation**	Public Relations
38.	Reference Fill Rate	Library Products	**Materials Owned**	**Materials Owned**
39.	**Amount of Planning and Evaluation**	Building Appeal	Other Collections	Parking
40.	Relations with Community Agencies	Materials Expenditure	Materials Expenditure	Newness of Materials
41.	Library Products	Safety of Users	Board Activeness	**Staff Continuing Education**
42.	Materials Expenditure	Reference Fill Rate	Voluntary Contributions	Safety of Users
43.	Info about other Collections	**Community Analysis**	**Relations with Community Agencies**	Staff Size
44.	**In Library Materials Use***	**In Library Materials Use***	**Program Attendance**	Reference Fill Rate
45.	**Community Analysis**	Voluntary Contributions	**Equipment Usage**	**Program Attendance**
46.	Public Relations	**Relations with Community Agencies**	Total Expenditures	**Community Analysis**
47.	**Equipment Usage**	Inter-Library Loans	Inter-Library Loans	**Equipment Usage**
48.	Inter-Library Loan	**Equipment Usage**	Reference Fill Rate	Building Appeal
49.	Voluntary Contributions	Public Involvement in Library	**In Library Materials Use***	**In Library Materials Use***
50.	Safety of Users	Info. About Other Collections	**Staff Continuing Education**	Variety of Users
51.	Staff Continuing Education	Staff Size	Staff Size	**Board Activeness**
52.	Staff Size	Public Relations	**Public Involvement in Library**	Relations with Community Agencies
53.	**Variety of Users**	**Staff Expenditure**	**Staff Expenditure**	**Voluntary Contributions**
54.	**Public Involvement in Library**	**Variety of Users**	**Library Products**	Inter-Library Loans
55.	**Staff Expenditure**	Staff Continuing Education	**Variety of Users**	Info. About Other Collections
56.	**Volume of Ref. Questions**	**Board Activeness**	Community Analysis	**Library Products**
57.	**Library Use Compared w/Other Services/Events***	**Volume of Ref. Questions**	Written Policies, etc.	**Voluma of Ref. Questions**
58.	**Board Activeness**	**Library Use Compared w/Other Services/Events***	**Volume of Ref. Questions**	**Public Involvement in Library**
59.	Written Policies, etc.	Written Policies, etc.	**Library Use Compared w/Other Services/Events***	**Library Use Compared w/Other Services/Events***
60.	**Materials Turnover***	**Turnover of Materials***	**Turnover of Materials***	**Turnover of Materials***
61.	**Energy Efficiency***	**Energy Efficiency***	**Energy Efficiency***	**Energy Efficiency***

Note: Bold indicators are ranked in the same sextile by four or more constituent groups
Bold and asterisked (*) indicators are ranked in the same sextile by all seven groups

USERS	MANAGERS	SERVICE LIBRARIANS	
Convenience of Hours*	**Convenience of Hours***	**Staff Helpfulness***	1.
Range of Materials*	**Staff Helpfulness***	**Range of Services***	2.
Range of Services*	**Range of Materials***	**Range of Materials***	3.
Staff Helpfulness*	**Services Suited to Community***	**Convenience of Hours***	4.
Materials Quality*	**Range of Services***	**Services Suited to Community***	5.
Convenience of Location	Circulation	Circulation	6.
Materials Availability	Public Opinion	**Materials Quality***	7.
Free-ness of Services	**Materials Quality***	Staff Morale	8.
Services Suited to Community*	Number of Visits	Awareness of Services	9.
Newness of Materials	**Awareness of Services**	Staff Quality	10.
Parking	Convenience of Location	**Public Opinion**	11.
Speed of Services	**Staff Quality**	Number of Visits	12.
Interlibrary Cooperation	Users' Evaluation	Convenience of Location	13.
Handicapped Access	Users per Capita	Users' Evaluation	14.
Awareness of Services	Materials Availability	Materials Expenditures	15.
Staff Quality	Materials Expenditures	**Managerial Competence**	16.
Special Group Services	Staff Morale	Users per Capita	17.
Support of Intellectual Freedom	**Speed of Services**	Materials Availability	18.
Building Suitability	Building Easy to Identify	Materials Owned	19.
Staff Morale	Reference Fill Rate	**Contribution to Community Well-being**	20.
Building Easy To Identify	Contribution to Community Well-being	Reference Fill Rate	21.
Flexibility of Library	Total Expenditures	**Support for Intellectual Freedom**	22.
Staff Suited to Community	Managerial Competence	**Staff Contact with Users**	23.
Contribution to Community Well-being	**Flexibility of Library**	**Building Easy To Identify**	24.
Managerial Competence	New Materials	**Flexibility of Library**	25.
Staff Contact with Users	**Staff Contact with Users**	Staff Size	26.
Users' Evaluation	**Support of Intellectual Freedom**	Special Group Services	27.
User Safety	Materials Owned	Total Expenditures	28.
Building Appeal	Free-ness of Services	Speed of Services	29.
Info About Other Collections	**Staff Suited to Community**	Written Policies, etc.	30.
Efficiency*	**Goal Achievement**	Handicapped Access	31.
Library Products	Staff Size	Free-ness of Services	32.
Inter-Library Loans	Special Group Services	**Goal Achievement**	33.
Materials Owned	Building Suitability	Newness of Materials	34.
Reference Fill Rate	Written Policies, etc.	Interlibrary Cooperation	35.
Goal Achievements	**Efficiency***	**Efficiency***	36.
Public Opinion	Volume of Ref. Questions	Staff Suited to Community	37.
Materials Expenditure	Parking	Public Relations	38.
Staff Continuing Education	Handicapped Access	**Amount of Planning and Evaluation**	39.
Amount of Planning and Evaluation	**Amount of Planning and Evaluation**	Building Stability	40.
Public Involvement in Library	Variety of Users	Volume of Ref. Questions	41.
In Library Materials Use*	Public Relations	Staff Expenditure	42.
Relations with Community Agencies	**In Library Materials Use***	Variety of Users	43.
Equipment Usage	Building Appeal	**Program Attendance**	44.
Circulation	Staff Expenditure	Parking	45.
Public Relations	**Program Attendance**	**Staff Continuing Education**	46.
Staff Size	Inter-Library Cooperation	Building Appeal	47.
Number of Visits	**Relations with Community Agencies**	**Relations with Community Agencies**	48.
Total Expenditures	**Staff Continuing Education**	**In Library Materials Use***	49.
Written Policies, etc.	**Community Analysis**	Board Activeness	50.
Voluntary Contributions	**Turnover of Materials***	Inter-Library Loan	51.
Staff Expenditure	**Board Activeness**	Equipment Usage	52.
Board Activeness	Inter-Library Loan	Safety of Users	53.
Users per Capita	Equipment Usage	Community Analysis	54.
Community Analyses	Safety of Users	Info. About Other Collections	55.
Variety of Users	**Public Involvement in Library**	**Turnover of Materials***	56.
Program Attendance	Info. About Other Collections	**Library Products**	57.
Number of Ref. Questions	Voluntary Contributions	**Public Involvement in Library**	58.
Library Use Compares w/Other Services/ Events*	**Library Use Compared w/Other Services/ Events***	Voluntary Contributions	59.
Energy Efficiency*	**Library Products**	**Library Use Compared w/Other Services/ Events***	60.
Turnover of Materials*	**Energy Efficiency***	**Energy Efficiency***	61.

constituents whom we were sure would be the most reluctant—replied at a better than 80 percent rate.

The most important indicators

Returns were tabulated separately for each constituent group, and the constituent groups were compared. Because of the varied nature of the seven constituent groups, each group was sampled in a different way. That is, different proportions of their total populations were studied (for instance, all four top-ranking library managers, but only six users drawn quasi-randomly from a very large number of users). Thus, the samples are too heterogeneous and their sizes too variable to tabulate all their data together.

All 61 indicators were found to have some importance in describing a library's effectiveness. Specifically, of the 427 scores (seven constituent groups x 61 indicators), 97 percent were above the midpoint on the one to five scale.

Six indicators scored in the top nine for all constituent groups. 1. Convenience of Hours; 2. Range of Materials; 3. Staff Helpfulness; 4. Range of Services; 5. Services Suited to the Community; and 6. Materials Quality. All six can be interpreted as client-centered and service-centered. They deal with the nature and quality of service offerings and client access to services. Internal processes (such as management activities) or institutional inputs (such as expenditures or the number of staff) do not figure in the high-scoring six. Note that two of the top six are related to materials.

Three indicators scored in the bottom 11 for all groups. They can be considered "universally" the least important of the 61 for describing a public library: 1. Library Use Compared with Use of Other Community Services/Events; 2. Turnover of Materials; and 3. Energy Efficiency. An additional five indicators were scored in the bottom 11 by four, five, or six constituent groups. They are widely, although not universally, considered least important: 1. Variety of Users; 2. Public Involvement in Library; 3. Staff Expenditures; 4. Volume of Reference Questions; and 5. Board Activeness. Remember that, while relatively low, the scores of these indicators rarely fell below the midpoint on the scale, indicating that they were considered "important to know" to some degree. This is not surprising, since almost all of the indicators on the questionnaire had been drawn from literature that asserted their importance.

Turnover of Materials is equivalent to "turnover rate," a measure of collection viability included in *Output Measures*. Surprisingly, both librarian groups—managers and service librarians—relegated this to their bottom 11 indicators.

Like the highest-ranking indicators, the lowest-ranking include concern with services and clients: Volume of Reference Questions, Public Involvement in Library, Variety of Users, Library Use Compared . . . , and Materials Turnover. However, in contrast to the highest-ranking set, the lowest-ranking set also includes indicators focused on the running of the institution: Energy Efficiency, Staff Expenditures, and Board Activeness. To some extent, Materials Turnover and Public Involvement in Library can be considered institution oriented.

Indicators that scored between the top and bottom sets also contrast with the top set in including institution-oriented concerns: management matters (such as Managerial Competence, Goal Achievement, Efficiency and Flexibility of Library); and external nonclient relations (Relations with Community Agencies, Public Opinion, and Contribution to Community Well-being). With these, the bottom and middle ranges include a large number of service and client-centered indicators.

It is natural to ask if there is a relationship between the size of the library and the way constituents of that library ranked the indicators. One could suppose, for instance, that respondents from a larger library might put more emphasis on service to special groups or interlibrary loan; or that a smaller library might stress the helpfulness of staff. When analysis-of-variance tests were run, the answer was no. The size of their library did not seem to influence the importance they attached to the various indicators.

Across constituent groups

Another natural question is, "Do different types of contituents attach importance to different indicators?" Do constituents view the library differently? There are prima facie arguments on both sides of the question. On the "Yes" side, one can claim that different constituents play different roles vis-à-vis the public library. Therefore, they heed different things about a public library. For example, a library director might be concerned with internal efficiency and fiscal and personnel resources; a library service professional, with materials and service provision; a city official and library trustee, with the way a library fits the community and overall quality of library management; and so on. The argument is not that a group would be *un*concerned with any of the indicators in the study, but that each group would *emphasize* certain indicators over the others.

On the "No" side is the argument that there is a pervasive idea of what a public library is—at least for the United States—and that that idea will dictate the responses of all constituent groups. Their scores for indicators would be more alike than unlike. For the first time, this study explored the differences in perception of the public library on a national level by various groups of people. Whether differences or sameness were found, the results could be important. The study revealed that groups are remarkably similar, as the table shows. The six indicators that scored in the top nine did so for *each* separate constituent group. Moreover, Convenience of Hours scored highest for *all* constituents except the Library Service Staff, for whom it was fourth.

Three more indicators—Materials Availability, Awareness of Services, and Convenience of Building Location—were scored in the top ten by at least four constituent groups. Put another way, four or more constituent groups agreed on *nine* of the *ten* most important indicators. Four or more groups agreed on eight of the ten least important indicators. The picture is clearly one of more similarity than dissimilarity.

A broad definition of library

For decades the profession has tried to conceptualize the public library in various ways, employing objectives, output measures, role statements, standard statistics, etc. There have been virtually no attempts to define the library empirically. The data of this study were used to ask, "What view is useful in defining the library, in order to measure it, set its objectives, or evaluate it?"

People's preferences on indicators were used to identify *dimensions* of effectiveness. The dimensions are groups of indicators. The indicators in each dimension are pointing to a common element, which the researchers try to characterize in the name of dimension. By performing analysis of the study data, we identified indicators were grouped by the respondents, tending to get similar "importance" score from a given respondent.

Using the data for all constituent groups, the following dimensions were developed. Below each dimension are listed the indicators most influential in forming that dimension, statistically. The indicators that scored among the top six by all constituent groups, as discussed above, are indicated by an asterisk.

- **Dimension 1:** Outputs and Inputs; 16 indicators
  - Users per Capita
  - Number of Visits to Library
  - Reference Volume
  - Circulation
  - Variety of Users
  - Materials Turnover
  - Materials Expenditure
  - Total Expenditures
  - Program Attendance
  - In-library Use
  - Materials Owned
  - Staff Size
  - Reference Fill Rate
  - Staff Expenditures
  - Equipment Usage
  - Use of Library Compared to Other Services/Events
- **Dimension 2:** Internal Processes; 9 indicators
  - Managerial Competence
  - Staff Morale
  - Staff Quality
  - Efficiency of Library Operations
  - Written Policies
  - Goal Achievement
  - Staff Helpfulness*
  - Safety of Users
  - Support of Intellectual Freedom
- **Dimension 3:** Community Fit; 11 indicators
  - Community Awareness of Offerings
  - Users' Evaluation
  - Contribution to Community Well-being
  - Services Suited to the Community*
  - Public Opinion
  - Flexibility of Library Management
  - Relations with Community Agencies
  - Community Analysis
  - Staff Suitability to Community
  - Public Relations
  - Staff Contact with Users
- **Dimension 4:** Access to Materials; 6 indicators
  - Information About Other Collections
  - Interlibrary Loan
  - Cooperation with Other Libraries
  - Speed of Service
  - Materials Availability
  - Extent Services Are Free
- **Dimension 5:** Physical Facilities; 5 indicators
  - Building Appeal
  - Convenience of Building Location
  - Building Easy To Identify
  - Parking
  - Building Suitability
- **Dimension 6:** Management Elements; 7 indicators
  - Board Activeness
  - Voluntary Contributions (Gifts, Money, Time)
  - Library Products (Booklists, Guides, etc.)
  - Energy Efficiency of Building
  - Continuing Education for Staff
  - Planning and Evaluation
  - Public Involvement in Library Decisions
- **Dimension 7:** Service Offerings; 5 indicators
  - Range of Materials*
  - Range of Services*
  - Convenience of Hours*
  - Materials Quality*
  - Newness of Materials
- **Dimension 8:** Service to Special Groups; 2 indicators
  - Handicapped Access
  - Special Group Services

By using the many individual responses, one can identify [illegible]ters of related indicators, revealing the broad underlying themes of a phenomenon such as library effectiveness. Success of the analysis lies in the coherence of elements in each dimension, and a good test of coherence is the nameability of the dimension.

For the most part, the elements make sense in their dimensions. Although the sixth, "Management Elements," contains a number of disparate indicators (Board Activeness, Energy Efficiency of the Building, and Voluntary Contributions) and thus forced a general name, the dimensions are relatively coherent. For all constituents, these are the major themes of public library effectiveness.

The view of the public library

The description of an organization's effectiveness—such as its price/earnings ratio, number of prescriptions dispensed, market share, or the grandeur of its main headquarters—is made from a particular vantage point. That description is equivalent to a *view* of the organization and to *what the speaker values* about it. This is the case for public libraries as well as for other types of organizations.

In the current study, the complex nature of effectiveness has been demonstrated in several ways. First, all 61 proposed indicators of effectiveness were seen as valid by all constituent groups. The indicators are wide-ranging, expressing or implying political, functional, social, economic, aesthetic, philosophical, and other considerations. Moreover, the indicators and the dimensions derived from them include not only service elements, but also aspects of management and internal operations, physical plant, and relations with the community.

Second, the dimensions reflect all four of the models of organizational effectiveness described at the beginning of this article. The goal view, the process view, the open systems view, and the multiple constituencies view are useful in evaluating the library and all four are embedded in one or another of the dimensions.

The "view" of a public library turns out to be not singular, but plural and complex: "views."

The views imply many areas of decision making related to the public library organization and the information that may be useful to library constituents in making decisions about the library. For example, most of the indicators suggest one or more *measures* that could serve the decision-making process.

Although public librarianship has made substantial strides in developing measures, the job is far from complete. We have long known that existing measures must be fine-tuned and tested before their meaning is clean and their data reliable. But this study makes it clear that at a more elementary level, the field probably needs additional measures. To wit, none of the six indicators that were in the Top Ten category for all constituent groups is matched in practice by a clear and widely shared measure. While the field measures some things related to hours, materials, staff, etc., there is no measure for the indicators as they are stated in that list.

The Grail is not yet in our grasp. This study proposes challenges for the future: validate the dimensions and indicators further; rank the importance of the dimensions in the field; develop multiple measures for each dimension; and define the effectiveness of other types of libraries.

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Tracking down the "origins" of the first novel

First Novelists

90 New Novels for Fall & Winter

By Ann Burns & Bibi Thompson

AS YOU HUNT through the output of this publishing season, you just might lay your hands on a novel penned by someone right there in your hometown or your homestate, someone you've never heard about; someone perhaps you can invite for an author talk, or whose work may warrant a special display at your library. To aid you in identifying new authors from your area, we have listed them by region (p. 58).

Asked to comment on what area they come from and how this has affected their writing, this fall's first novelists' responses conjure up myriad definitions and characterizations of "place." For many of them our question, like their writings, elicited a psychological search for self, yet for others it had no pertinence to their literary debuts. For Tina McElroy Ansa, her home Macon, Georgia remains an unsevered umbilical cord; a town, a state in which she is forever deeply rooted. Drifters like Bruce McAllister find the lack of anchorage itself an equally absorbing muse. Molly Gloss consecrates "the Western landscape . . . as character." For Douglas J. Keeling of Wichita, Kansas, the personal "landmarks" are as important as the geographical ones.

Ann Burns is Staff Editor, and Bibi Thompson is Editorial Assistant, The Book Review, *LJ*

Will Aitken
Terre Haute
Although I live in Canada now, I was born and grew up in Terre Haute, Indiana, to the age of 18 when I got out. From very early on I was convinced a dreadful mistake had been made; I was born in the wrong place. Terre Haute was drab, provincial, reactionary, hypocritical, and I was acutely unhappy. I always assumed, however, that my unhappiness would be remedied once I was old enough to move to a big city, where people would be vivid, cosmopolitan, liberal, fun. In 1972 I moved to Montreal where I discovered this assumption was correct. For a long time I didn't write about Terre Haute. I feared the past might recapture me instead of vice versa. I was wrong. Now that I have written *Terre Haute* I find I can visit the real place unmolested as long as I remind myself all the while that, like the girl in the Kurt Weill song, "I'm a stranger here myself." As was ever the case.

Tina McElroy Ansa
Baby of the Family
When I was about six or seven, my father told me that my hometown of Macon was in the middle of Georgia. In fact, he said that a certain fountain filled in with dirt in a park in town was the *exact* center of the state. That image of living in the middle of my home state has always made me feel surrounded, protected, centered. It is no wonder that I feel so linked to home, connected to the South that I've felt has always enveloped me. And it's not surprising that in my first novel, *Baby of the Family*, the South and home are strong elements, almost characters. In my novel, those images of home are not always comforting and safe, but ever-present, surrounding the characters like a state.

David Breskin
The Real Life Diary of a Boomtown Girl
I was born and raised in suburban Chicago. I went to an Ivy League college. I've lived for the last eight years on a small island on the coast of America—New York City. So, *obviously*, I had no choice but to write my first novel in the first-person voice of a 19-year-old girl who blasts and hauls coal for a living on the high desert of contemporary Wyoming. Such a seemingly radical discontinuity (my life vs. my narrator's) in fact only points up the strength of our culture: fluid, challenging, open, free. I don't think of myself as a Chicago writer or a New York writer; I think of myself as an American writer, in the American grain. As to where I'm from, though, I will respond: I'm from my mother, and from my father, and from all those I've met—chasing life around the landscape.

Robert Chibka
A Slight Lapse
Son of a movable meteorologist, I

JONEE ANSA

Tina McElroy Ansa

PAT ZAGELOW

Molly Gloss

Mary Pjerrou

ETHEL VIRGA

Robert Chibka

C KATHIE KING

Shona Ramaya

was born in a Dakota, raised in Maine, where Downeast cohorts saw me (or I just saw myself) as an import of indeterminate provenance, kid-parcel delivered to the wrong address. I'm also, in a more recent sense, from higher ed, where lit grabbed me fast. Universities are a bit like the unset wherever of fast-food or motor-inn chains: I'm from Ovid, Sterne, Melville, Kafka, Ionesco, as much as New Haven, Iowa City, or Ithaca. From, finally, a tricky sense of *not* being from somewhere. My work displays a semi-detached fascination with the familiar-as-odd, the everyday as a source of comic conundra; and *A Slight Lapse* as it grew, startled me by reverting insistently to the issue of recovering roots: geographic and etymologic, generic as well as genetic.

Darrell Delamaide
Gold
My novel, *Gold*, portrays an American business journalist in London who suspects he's been manipulated as part of a massive hoax in the gold market. His efforts to unmask the plot take him to three continents within a week—the world of business and finance has become quite small. The hero's experience draws on my own background as a journalist born and raised in the Midwest and living in Europe. It is a long way from Pittsburg, Kansas, where I was born, to Paris, France, where I now live. With *Gold*, I've tried to write a fast-paced suspense story that shows how short the distance can become. I see myself as a global citizen, and the book reflects this view of the world.

Melvin Dixon
Trouble the Water
I was born in Stamford, Connecticut in 1950. I was educated in New England and taught for several years at a small college in northwestern Massachusetts. In my hometown, black Southerners maintained strong ties to their folks back home. When I first visited the South, I was impressed with the rural landscape, the unrelenting heat, and the ghosts of kin. What did this place and its people mean to me? This was the question I tried to answer through my imagination. My experiences, north and south, like those of my family, helped me tell the tale.

Neal Holland Duncan
Baby Soniat
If one is from New Orleans, the question "How has where you are from affected your writing?" is comparable to asking how parents have influenced their children. New Orleanians are as different from other Americans as Englishmen are from Albanians. Whether communist or capitalist, conformity has become the watchword of our levelizing age. The only sin left is individualism. Thank God that even in bankruptcy, New Orleans's heart is strong and her head is high. Some might feel *Baby Soniat*

FALL & WINTER LINE-UP
41 Publishers/90 Novels

St. Martin's	10
Viking	10
Birch Lane Pr.	6
Walker	5
Knopf	4
Ashley Bks.	3
Delacorte	3
Doubleday	3
Dutton	3
Harper	3
Story Line Pr.	3
Atheneum	2
Atlantic Monthly	2
Holt	2
NAL Bks.	2
Norton	2
Putnam	2
Scribner	2
Tor Bks.	2
Academy Chicago	1
Algonquin Bks.	1
Ballantine	1
Bantam	1
Contemporary Bks.	1
Crown	1
Dalkey Archive Pr.	1
Donald I. Fine	1
HBJ	1
Houghton	1
Mercury House	1
Morrow	1
Pantheon	1
Peachtree Pubs.	1
Presidio Pr.	1
Seal Pr.	1
S. & S.	1
Spinsters/Aunt Lute	1
Strawberry Hill	1
Ticknor & Fields	1
Univ. of Colorado & Fiction Collective	1

elitist, which it is not. It is individualist.

Molly Gloss
The Jump-Off Creek
I am a fourth-generation Oregonian, and have come to feel strongly that I am a Western (as opposed to Eastern) writer. The landscape of the West has always played a major role in my work, and the way in which characters and their physical environment act upon one another is a theme I've not yet tired of exploring. In fact, it seems to me a "Western" is any novel in which the Western landscape itself stands as a character, and by this measure *The Jump-Off Creek* is surely of the genre, though it likely won't be shelved with "Westerns" in bookstores or in libraries as it admits neither a shootout nor a romance, and spends most of its time with people who are simply holding fast against loneliness.

Lucy Kavaler
The Secret Lives of the Edmonts
Born in New York, I have had an abiding interest in its history. Some years ago, while doing research on this topic, I was put in touch with an ancient woman belonging to one of the great families of old New York. She showed me her memorabilia of the 1890s, among them a photograph of a woman of that time, legendary for her beauty, flamboyance, and . . . lovers. When next I called, I learned that my informant had died. But she had already set me on the search for the story of a woman like this. In the course of that search, I found the orchidaceous heroine of the *Edmonts*, and in her world—New York of 1895, with its contrasts of wealth and poverty, excesses and violence—I found the setting for my novel.

Douglas J. Keeling
A Case of Innocence
Obviously, where I come from directly affects my writing in a multitude of ways. Not nearly as apparent is the effect of where I come from in more of a philosophical context. My Midwestern upbringing has fostered a resentment toward the intrusion of "big city" influences on our more peaceful communities. My professional interaction with real people involved in the nitty-gritty realities of life often forces me to take on a hardened, cynical attitude. My keen awareness of my roots—my family, my community, my heritage—lodges firmly in me a belief that there is truly such a thing as a "quality of life" that should not be abandoned as unattainable. All of these more abstract factors, these landmarks of where I come from emotionally, intellectually, psychologically, spiritually, factors that inevitably find their way into the characters in my fiction, have, quite probably, every bit as much to do with how or what I write as where I come from geographically.

Marti Leimbach
Dying Young
I grew up in Maryland with my mother and sister and brother. Mom was a reporter. She came in every evening, dropped her press tags into the mail basket, and banged away at the typewriter. The typewriter in our house was like the Steinway piano in others' houses. It was set upon a U-shaped hunt table, had a mass of complicated keys, made all sorts of noise when bothered. I found it as irresistible as a tire swing in summer. All of my mother's friends were freelance writers, columnists, or photographers. Several had written books. I understood at an early age that being a writer was a large responsibility, and that to do it well meant that you had to always pay attention, to people, to events, to words. I grew up paying attention, and so my apprenticeship to fiction writing began very early. I wrote *Dying Young* . . . when I was just beginning my twenties.

Bentley Lyon
White Crow
Where I'm from has less to do with my writing than what breakfast cereal I eat. After the effects of genetics and *The Evening News*, my raw material is a compost pile of life experiences as a forester, husband, father, marine, barroom banjo player, and some other things I'd rather not mention. The Forest Service had me working in a couple of dozen places like Hat Creek, California and Maputo, Mozambique. Along the way I learned several languages, met a lot of fascinating people, wrote a lot of reports, and developed a hatred for the *Government Style Manual*. Maybe that last item is most responsible for my turning to commercial (from government) fiction.

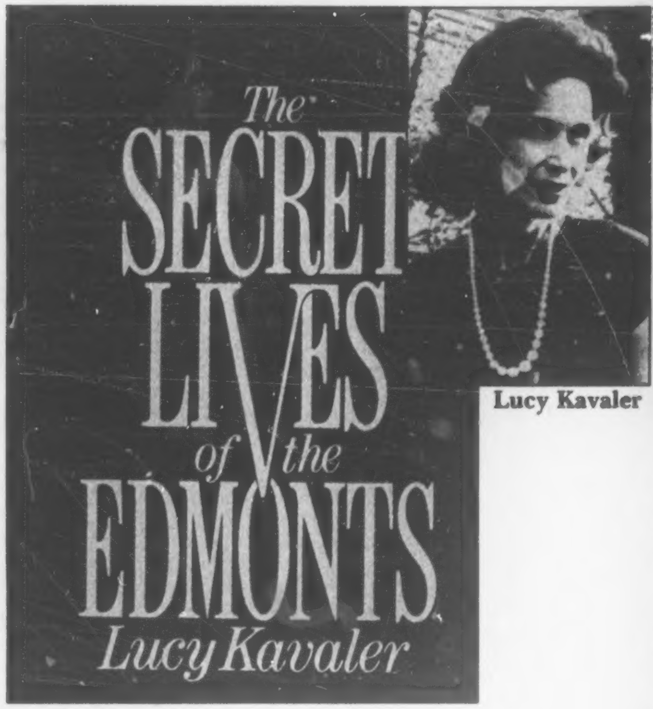
Ann duMais McCormick
Northern Exposure
Northern Exposure is a contemporary adult novel about fear of loss. As the daughter of an Air Force officer, I have often had to leave friends behind. It was wondering what became of all those lost friends that led me to begin *Northern Exposure*. Another impetus to my writing is my memories of long trips by car and the feeling that motion is synonymous with knowledge; that getting somewhere literally is the same as getting somewhere figuratively. I always viewed a change of locale as a chance to become someone else, to start over on myself. Now, as a writer I see my job as trying to connect the seven-year-old who lived in California to the woman who now lives in Michigan.

G. Wayne Miller
Thunder Rise
In the more than 350 years that Millers have been in America, only one has left New England for good—and that was a cousin, not me. So it was only natural that I set my first novel, *Thunder Rise*, in Massachusetts, where I was born and raised. History casts a pall over New England, and it is down there, poking around in the shadows, where I am most comfortable with my writing. Part horror, part medical mystery, part thriller, *Thunder Rise* is based on an old New England legend of an angry Native American god. It is a modern-day journey into a darkened world where the souls of children are the stakes.

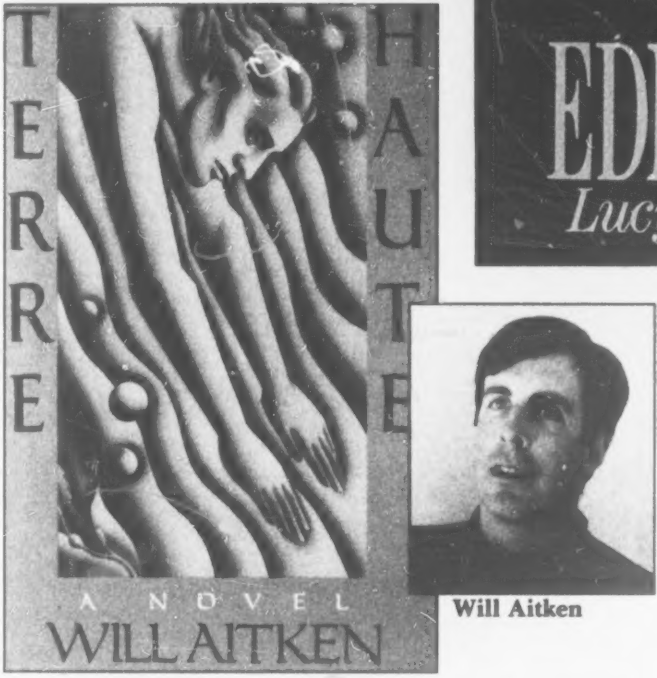
Michael Musto
Manhattan on the Rocks
As the *Village Voice*'s night-life and entertainment columnist, it was a breeze writing my first novel, *Manhattan on the Rocks*—a comic, first-person sojourn/*roman à clef* through downtown, uptown, and celebrity parties, all set against the backdrop of a ravaged New York. This is the beat I cover, and translating it into a novel gave me the chance to opine, pontificate, and dish with a breeziness journalism can't always offer. Thanks to my being a Catholic Italian from the boroughs . . . I also had it fairly easy coming up with the book's large-scale Italian wedding and other scenes of kitschy ethnicity.

Max Owen
In the Minds of Men
For me, at least, with family and loyalties on both sides of the Atlantic, perhaps it's the fact of not really being *from* anywhere that has had the greatest influence. However, to attempt an answer, I was raised and educated in England, which meant boarding school at seven, an absence of television, and a reliance for escape upon the contents of a library stocked in main with writers such as

BENTLEY LYON



Lucy Kavaler



Will Aitken

Jeffrey Farnol, G.H. Henty, John Buchan, and H. Rider Haggard. If anything could predispose one toward the broad category of "adventure" writing, I imagine that would be it.

Richard Parrish
Our Choice of Gods
When a meteorologist studies a hurricane, he first goes into the eye, looks around, and makes his observations. But all of his assessments are done in a placid place, far from the vortex of the whirlwind, where reflection can be at leisure and assessment well cushioned from the storm. The same is true of my novel of Israel and the Palestinians. After a year and a half of living in Jerusalem in the eye of the storm, buffeted by disturbing and confusing crosswinds, I returned home to Tucson, a calm place where no hurricanes strike, no whirlwinds wreak destruction. And here, well cushioned from the storm outside, roiling from the storm deep inside, I wrote the story I felt compelled to tell.

Mary Pjerrou
Coz
The landscape that I create in my novel *Coz* is vastly different from the one where I grew up. The one—Southern California—is hot, flat, desert-like, overcrowded, and horribly over-developed; while the other—Only Mountain (where *Coz* takes place)—is cool, forested, sparsely populated, gothic, and mysterious. They are the exact opposite of each other. I imagine that I created the one in reaction to the other. *Coz* is a metaphysical thriller, narrated by a midwife, about an old woman whose womb is a "black hole" that sucks everything around her into reverse time. Southern California is certainly a place that makes you wish time could go backward, and everything could be undone and sent back to where it came from. In that sense, *Coz* comes from where I come from—a place of extremity.

Shona Ramaya
Flute
Did my Indian roots affect my writing as much as living in a different culture did? Although I like to explore cross-cultural interaction, I feel my obsession is with myth and its consuming power—how myths affect people who have crossed over cultures and transgressed cultural and social boundaries to the point of no return. Entrapped in myths of power, obsessed with becoming an other, and crossing boundaries to achieve this state of complete abandon and madness—these are the people who obsess me, and these I create.

THUNDER
G. WAYNE MILLER

G. Wayne Miller

ROGER RESSMEYER
Holly Uyemoto

Richard Parrish

DAN MCPARTLAND
Douglas J. Keeling

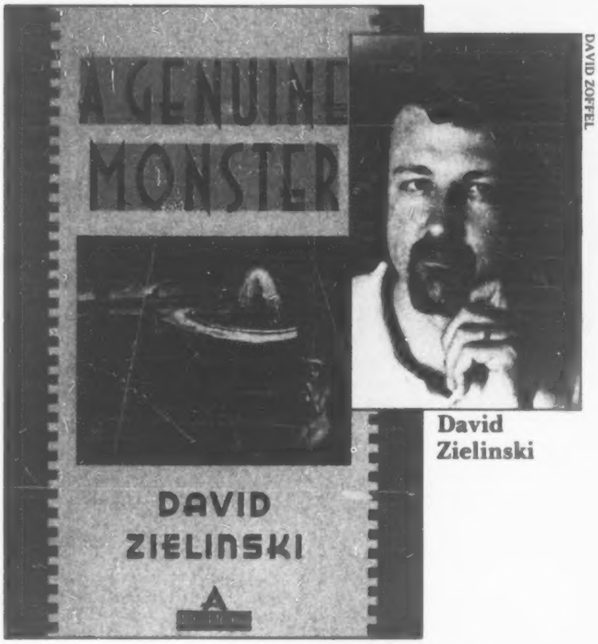
Richard Snodgrass
There's Something in the Back Yard
Though I lived for 20 years in the West, my writing didn't come into its own until I returned to live in Pittsburgh and western Pennsylvania, where I was born and raised. Why? I'm not sure. Perhaps it is the direct, workingman speech I heard growing up; perhaps it is the strong work ethic inherent in this part of the country. My style, though conversational, is full of twists and turns, and perhaps I didn't feel free enough to let my imagination go until I was rooted here again. Whatever, it wasn't until I returned here to rewrite *There's Something in the Back Yard* that I was able to find my own unique *voice* in my work and my writing finally came alive.

Linda Spalding
Daughters of Captain Cook
Growing up in Kansas made me a dreamer—like Dorothy—always dreaming of perfect places. Then, when I was 14, I went to Hawaii for a summer. Entirely lovely, it might as well have been called Oz. But, of course, below the surface, just behind the amazing blossoms and inside the fine, old houses, there was all the pain and trouble that comes when one world meets another one and old ways are suddenly lost. When I went back to Hawaii ten years later, I stayed. I stayed to write about that older world and to tell the story of a young couple and their child who come to Hawaii from the Midwest and bring with them an innocence that can't survive that lovely, troubled place.

Evelin E. Sullivan
The Dead Magician
Born in Germany and having to come to America while still quite young, I can only speculate that the German influence in my sense of grandeur and tragedy is a conflict between an ideal world and one that falls far short of that ideal. But my years in America have most influenced me as a writer. Having lived in both New York and California, I know American culture as an outsider, but also someone who is deeply American. But perhaps what has most influenced my work has been my experience with the life of writing and writers: what the lives of writers are like, what motivates them, what haunts and obsesses them, their insecurities, and their often complicated personal lives.

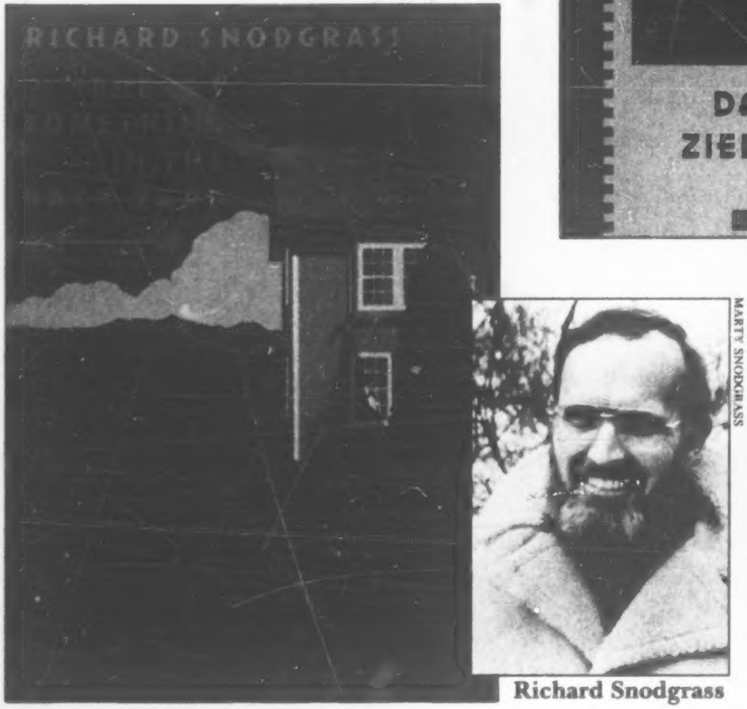
Holly Uyemoto
Rebel Without a Clue
My writing is shaped largely by my dual cultural upbringing as an only child with Japanese ancestry in primarily Caucasian university towns. But where I've lived is not as important as who I've lived with. When my

Melvin Dixon



DAVID ZOFFEL

David Zielinski



MARTY SNODGRASS

Richard Snodgrass

NEAL HOLLAND DUNCAN
BABY SONIAT

grandmother died of cancer, my grandfather came to live with us. I knew all about the importance of self-reliance, humor, humility, respect, and cultural tradition from my parents and I knew what they said was right but my grandfather gave everything the glow of conviction that only a balanced, happy 88-year-old man can give. He died a few years ago, but he affected my writing and me so much by humanizing all the nobility I'd heard people were capable of but I had never seen. Borrowing his fearless ease is something I aspire to. It's presumptuous for a 19-year-old to wish for something that a man who survived and triumphed over such painful adversity had, but I doubt he'd mind. He was a generous guy.

John Weir
The Irreversible Decline of Eddie Socket
My novel is a tragicomedy about loss within the gay community in New York City during the mid-1980s, sort of a musical comedy cross between *The Yearling* and *Boys in the Band*, scored by Rodgers and Hart. It is full of fantasies about Manhattan, many of which I absorbed from my parents (both expatriated New Yorkers), and cultivated on my own, as a star-struck kid somewhat out of context in the furthest rural outpost of northwestern New Jersey, where I grew up. The landscape there was scruffy and mean, the people frightened and bland. I was gay, which complicated things. New York was to me a glittering escape from rural idiocy. Of course there is a big discrepancy between my fantasy Manhattan and the city in which I actually live, where I arrived in 1980 about the same time as AIDS. I think my book has the tone, then, of a disappointed romantic. It is about failed love, among other things, and one of its rejecting lovers is New York.

David Zielinski
A Genuine Monster
I've written a coming-of-age novel, with a twist: my central character fails to make the transition to manhood, and much of the blame lies with the setting (San Diego, California). San Diego has been my home for most of my 36 years, and I have always been aware of this major city's lack of personality. Despite the veneer of lovely beaches and tourist attractions, this city lacks a center and a shape; consequently, it's hard to grow up here. My writing—at times vicious and at times phantasmagorical—reflects an artist's struggle to define himself in terms of place. Achieving that definition within a chimerical paradise is a conflict that lies at the heart of my novel.

The First Novels

Listed below, under the state or country in which the authors reside, are all the first novels reported to *LJ* that are currently scheduled for publication between September 1 and January 31, 1990.

ARIZONA

Richard Parrish, **Our Choice of Gods** *(Birch Lane Pr: Carol Pub. Group—September)*

CALIFORNIA

Camilla Carr, **Topsy Dingo Wild Dog** *(Birch Lane Pr: Carol Pub. Group—October)*
Carl Djerassi, **Cantor's Dilemma** *(Doubleday—October)*
Judith Freeman, **The Chinchilla Farm** *(Norton—October)*
Mary B. Hall, **Emma Chizzit and the Queen Anne Killer** *(Walker—December)*
Gail Harper, **Double Exposure** *(Story Line Pr.—September)*
Fenton Johnson, **Crossing the River** *(Birch Lane Pr: Carol Pub. Group—September)*
Louis B. Jones, **Ordinary Money** *(Viking—January)*
Yvone Lenard, **Chantal** *(Delacorte—October)*
Bruce McAllister, **Dream Baby** *(Tor Bks.—October)*
Frank Norwood, **Man in the Moon** *(St. Martin's—December)*
Mary Pjerrou, **Coz** *(Spinsters/Aunt Lute—October)*
Daniel Pollock, **Lair of the Fox** *(Walker—September)*
Howard Rodman, **Destiny Express** *(Atheneum—January)*
William Shatner, **Tekwar** *(Putnam—October)*
Evelin E. Sullivan, **The Dead Magician** *(Dalkey Archive Pr.—October)*
Holly Uyemoto, **Rebel Without a Clue** *(Crown—September)*
Barbara Wilkins, **Elements of Chance** *(Contemporary Bks.—October)*
David Zielinski, **A Genuine Monster** *(Atlantic Monthly Pr.—January)*

COLORADO

Joe Weber, **Defcon One** *(Presidio Pr.—September)*

DELAWARE

John W. Putre, **A Small and Incidental Murder** *(Scribner—January)*

FLORIDA

Shelley Mickle, **The Queen of October** *(Algonquin Bks.—October)*
Geoffrey Shervell, **Killer Cola** *(Ashley Bks.—November)*
James Swain, **The Man Who Walked Through Walls** *(St. Martin's—December)*

GEORGIA

Tina McElroy Ansa, **Baby of the Family** *(HBJ—October)*
Anna Ashwood Collins, **Deadly Resolutions** *(Walker—September)*

ILLINOIS

Armand V. Partipilo, **Wrong Man** *(Strawberry Hill Pr.—November)*

INDIANA

Patricia Aakhus, **The Voyage of Mael Duin's Curragh** *(Story Line Pr.—October)*

KANSAS

Douglas J. Keeling, **A Case of Innocence** *(Birch Lane Pr: Carol Pub. Group—November)*

MASSACHUSETTS

Robert Chibka, **A Slight Lapse** *(Norton—January)*
Marti Leimbach, **Dying Young** *(Doubleday—January)*

MICHIGAN

Doug Allyn, **Cheerio Killings** *(St. Martin's—October)*
Beauford Cranford, **The Rattlesnake Master** *(Available Pr: Ballantine—January)*
Ann duMais McCormick, **Northern Exposure** *(St. Martin's—January)*

MINNESOTA

John Camp, **The Fool's Run** *(Holt—September)*
Ellen Hart, **Murder** *(Seal Pr.—October)*

MISSOURI

Peter Hernon, **Earthly Remains** *(Birch Lane Pr: Carol Pub. Group—November)*

NEW MEXICO

Bentley Lyon, **White Crow** *(St. Martin's—November)*
Francis Roe, **Doctors and Doctors' Wives** *(NAL Bks.—January)*

NEW YORK

David Breskin, **The Real Life Diary of a Boomtown Girl** *(Viking—October)*
Gabriella De Ferrari, **A Cloud on Sand** *(Knopf—January)*
Melvin Dixon, **Trouble the Water** *(Univ. of Colorado & Fiction Collective—September)*
Elizabeth Dunkel, **Every Woman Loves a Russian Poet** *(Donald I. Fine—October)*
Guy Durham, **Stealth** *(Putnam—October)*
Judith Hawkes, **Julian's House** *(Ticknor & Fields—November)*
Brooks Haxton, **Dead Reckoning** *(Story Line Pr.—September)*
Lucy Kavaler, **The Secret Lives of the Edmonts** *(Dutton—November)*
Jeanne Mackin, **French Woman** *(St. Martin's—November)*
David Michaelis, **Boy, Girl, Boy, Girl** *(Bantam—October)*
Molly Moynahan, **Parting Is All We Know of Heaven** *(Harper—January)*
Michael Musto, **Manhattan on the Rocks** *(Holt—September)*
Liz Nickles, **Hype** *(NAL Bks.—September)*
Shona Ramaya, **Flute** *(Viking—December)*
Gloria Vanderbilt, **Never Say Good-Bye** *(Knopf—October)*
John Weir, **The Irreversible Decline of Eddie Socket** *(Harper—October)*

NORTH CAROLINA

John Kessel, **Good News from Outer Space** *(Tor Bks.—October)*

OREGON

Molly Gloss, **The Jump-Off Creek** *(Houghton—September)*
Phillip Underwood, **Lee Tanner** *(Walker—October)*

PENNSYLVANIA

William Costopoulos, **The White Lady War** *(Ashley Bks.—January)*
Max Owen, **In the Minds of Men** *(Walker—October)*
Richard Snodgrass, **There's Something in the Back Yard** *(Viking—October)*

RHODE ISLAND

G. Wayne Miller, **Thunder Rise** *(Arbor House: Morrow—September)*

VERMONT

Dorothy Hillman, **The Fallen Nun** *(Ashley Bks.—December)*

VIRGINIA

Patricia D. Cornwell, **Postmortem** *(Scribner—January)*
Neal Holland Duncan, **Baby Soniat** *(Peachtree Pubs.—October)*
Richard B. Schwartz, **Frozen Stare** *(St. Martin's—December)*

ARGENTINA

Abel Posse, **The Dogs of Paradise** *(Atheneum—January)*

AUSTRALIA

Robyn Davidson, **Ancestors** *(S. & S.—October)*

CANADA

Will Aitken, **Terre Haute** *(Delta: Dell—November)*
Eric McCormack, **The Paradise Motel** *(Viking—September)*
John Lawrence Reynolds, **The Man Who Murdered God** *(Viking—November)*
Linda Spalding, **Daughters of Captain Cook** *(Birch Lane: Carol Group—September)*

ENGLAND

Scott Bradfield, **The History of Luminous Motion** *(Knopf—September)*
Amanda Brookfield, **Alice Alone** *(St. Martin's—October)*
Jennifer Carnell, **Murder, Mystery, Mayhem** *(Harper—October)*
Victoria Glendinning, **The Grown-Ups** *(Knopf—January)*
Mark Illis, **A Chinese Summer** *(Viking—September)*
Deborah Levy, **Beautiful Mutants** *(Viking—November)*
Bob Marshall-Andrews, **The Palace of Wisdom** *(Dutton—January)*
Roderick C. Morris, **Jem** *(Thomas Dunne Bk: St. Martin's—November)*
Maureen O'Brien, **Close Up on Death** *(St. Martin's—September)*
Peter Ransley, **The Hawk** *(Viking—September)*
Frank Ronan, **The Men Who Loved Evelyn Cotton** *(Pantheon—September)*
Paul Sayer, **The Comforts of Madness** *(Doubleday—January)*
David Wingrove, **Chung Kuo** *(Delacorte—January)*

FRANCE

Rene Belletto, **Eclipse** *(Mercury House—January)*
Darrell Delamaide, **Gold** *(Dutton—October)*
Hella S. Haasse, **In a Dark Wood Wandering** *(Academy Chicago—October)*

IRELAND

O.R. Melling, **Falling Out of Time** *(Viking—September)*

SOUTH AFRICA

Mike Nicol, **The Powers That Be** *(Atlantic Monthly Pr.—September)*

LIBRARY JOURNAL

OCTOBER 15 1989

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SALARIES 1988

BEGINNERS NOW MAKE $23,491

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NEW LIBRARIANS AT
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VOL. 114 No. 17

LIBRARY

LIBRARY JOURNAL

After putting our annual "Placements and Salaries" feature (p. 37-44) together, we decided to find some of those new librarians and get some info firsthand. Our cover story (News, p. 15) profiles an inventive program at Memphis Shelby County Public Library and five new librarians who have taken advantage of it. Photograph © 1989 Dave Darnell

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LIBRARY MARKET OUTLOOK

BY DEBORAH SELSKY

Library Salaries: Substantial Gains Expected in 1989

DOES YOUR DISTRICT pay average, above-average, or below-average salaries to librarians? Is your benefits package on par with those of other libraries? These are some of the important questions answered in *LJ*'s 1989 Public Library Salary Survey.

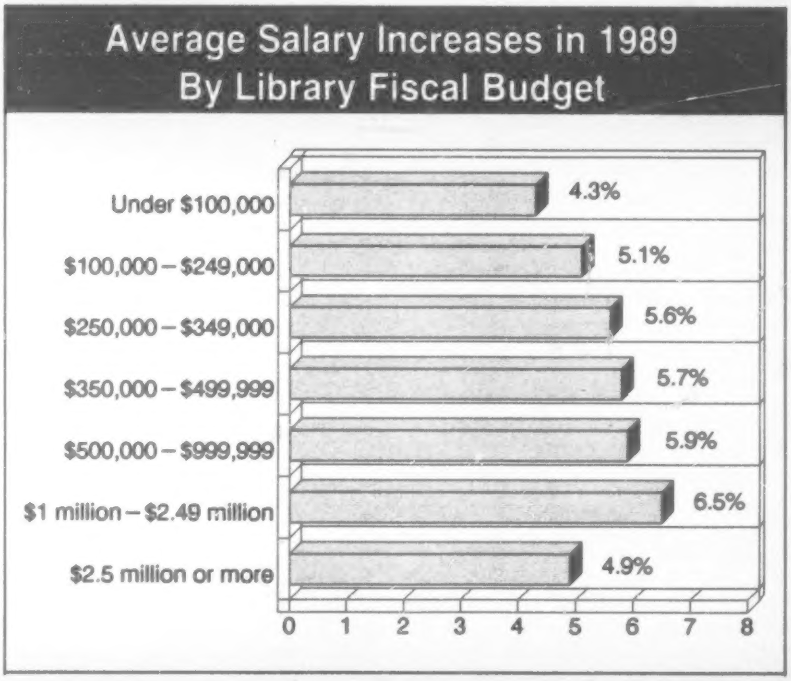
The range of librarian salaries is particularly wide. A circulation librarian with eight years of experience, for example, earns an average of $18,200, while a coordinator with ten years' experience earns an average of $32,400. Not just job title, but library size and regional location have a dramatic impact on librarian salaries.

Salaries vary by library size

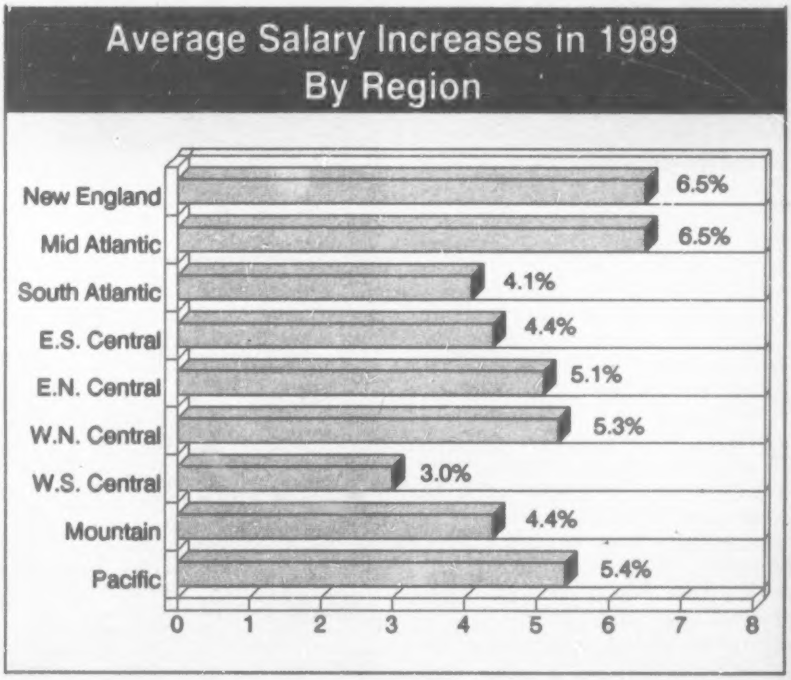
Not surprisingly, the most significant variable in library salaries is the size of the institution, as measured by the size of population served and the budget. In fact, library size has a greater impact on salaries than do years of experience. For example, the average salary for a director at a library with an annual budget of $250,000 or more is $69,600, more than four times the director's salary at a library with a budget under $100,000. Meanwhile, the average number of years of experience for both of these categories is 12.3.

Likewise, the largest libraries offer the most comprehensive benefits packages. Of all public libraries surveyed, 96 percent allow paid vacations, 86 percent offer medical insurance, 66 percent offer life insurance, and 51 percent provide disability insurance. Less than half of these libraries provide dental insurance and overtime compensation. More than 80 percent of the largest libraries (those with a budget of $2.5 million or more) offer all of these benefits. At the smallest libraries (fiscal budgets less than $100,000), however, paid vacation and

Deborah Selsky is an economist with Cahners Economics, which provides industry analyses and forecasting services for the markets its magazines serve



Average Salary Increases in 1989
By Library Fiscal Budget



Average Salary Increases in 1989
By Region

LIBRARY MARKET OUTLOOK

Average Base Salaries for 1989 by Region and Fiscal Budget Size

Regions	Director	Dept. Head	Branch Head	Child Serv.	Young Adult	Refer.	Catalog	Auto/ Syst.	Lib. I
New England	$28,500	$27,700	$23,400	$20,400	$20,000	$23,200	$21,600	$21,000	$18,900
Mid-Atlantic	30,500	29,000	27,800	22,800	23,400	24,500	22,300	32,500	23,400
S. Atlantic	34,800	22,300	24,100	22,400	30,500	23,600	23,800	27,200	20,400
E.S. Central	25,600	14,900	17,300	12,700	n/a	16,800	14,500	n/a	20,500
E.N. Central	30,600	25,900	27,800	21,400	21,100	22,600	22,800	28,700	18,800
W.N. Central	23,800	22,500	17,600	17,700	29,300	22,100	20,000	20,500	14,100
W.S. Central	28,100	27,400	20,700	20,800	24,400	20,300	22,300	26,400	17,100
Mountain	25,300	32,500	17,700	26,800	n/a	26,000	18,700	27,500	17,800
Pacific	45,500	37,300	33,100	31,000	28,800	29,900	29,200	37,400	28,100
Fiscal Budget									
Under $100,000	15,800	n/a	17,900	12,500	n/a	20,000	n/a	n/a	11,800
$100,000 – $249,999	24,900	19,400	24,400	17,500	n/a	17,400	16,100	18,200	17,400
$250,000 – $499,999	31,700	19,500	21,900	21,800	18,700	21,900	18,300	24,600	19,000
$500,000 – $2.49 million	44,700	26,000	26,200	26,000	24,300	24,200	24,800	28,400	22,800
$2.49 million or more	66,300	35,000	32,600	30,700	29,200	29,100	28.900	37,900	24,400

medical insurance are the only benefits offered by more than half.

Regional variation

Regionally, library salaries vary a great deal. On average, salaries for all but one of the library job titles are highest in the Pacific region of the United States. In many cases, salaries in the Pacific states are double the salaries in lower-paying regions. Libraries in that area also offer the most comprehensive benefits.

The lowest-paying regions are the West North Central in the Midwest and the East South Central in the South. Salaries in these regions, on average, do not get any higher than $25,600 for a director position with 11.4 years' experience. Indeed, this salary falls below the entry-level, Librarian I, position in the Pacific region that pays $28,100.

These regional differences are not necessarily explained by economic conditions or level of government support. In fact, per capita library expenditures by state governments are highest and growing most rapidly in the Northeast. As of 1987, per capita library spending stood at $3.71 in the Northeast, as compared to only $2.33 in the Pacific.

While state fiscal conditions may not be the answer, there is a simple explanation for the variances in regional library salaries—once again, the size of the libraries. The libraries located in the Pacific states are, on average, much larger than those located elsewhere in terms of both budget and size of the population served.

While only 15 percent of all libraries in the county have budgets at or above $1 million, nearly half of all Pacific libraries have fiscal budgets of this size. The average budget for a library located in the Pacific is $140,200—nearly two and a half times the national average. Also, 36 percent of these libraries serve a population of 100,000 or more—higher than the national average of 13 percent.

Salary growth in 1989

Last year, library salaries grew 4.8 percent overall, reflecting the steady salary growth trends in public sector service jobs as a whole. All state and local employees in service jobs enjoyed annual increases of 6.5 percent from June 1981 to June 1989—significantly higher than their counterparts in private industries.

The salary outlook for 1989 is a mixed bag. By region of the country, average annual salary increases vary a great deal. The highest growth rates in 1989 are expected in the Northeast at 6.5 percent. Meanwhile, the slowest rate of growth is expected in the West South Central region of the South at only 3.0 percent.

This growth pattern is consistent with trends in the employment cost index, which measures compensation and benefits costs to employers. For most of the past decade, wage and salary growth in the Northeast has outpaced all other regions. Rapid salary growth in the Northeast stems from regional economic strength as well as the tight labor market. As the labor pool shrinks, employers are forced to increase wages to attract and keep employees.

Nationwide, librarians anticipate 5.2 percent salary growth in 1989—slightly faster than last year. This expectation may be a bit optimistic, however, since salary growth will surely be hampered by tightening state and local government budgets.

Librarianship's demands may outstrip the supply in the near future

Placements and Salaries 1988:

The Demand Increases

By Carol L. Learmont & Stephen Van Houten

FIFTY-ONE of the 60 eligible schools responded to all or part of the questionnaire for this 38th annual report of placements and salaries of graduates of American Library Association–accredited library school programs. One Northeastern, two Southeastern, and one Western school did not participate. The seven Canadian schools have decided to develop a separate salary survey to be published in the *Canadian Library Journal*. This will be the last year in which Canadian schools will be reported in this article. Two Canadian schools are included this year.

In 1988, the average beginning salary was $23,491 based on 1,626 known, full-time, permanent professional salaries. Salaries for 1988 improved over 1987. For the sixth year,

I Status of 1988 Graduates, Spring 1989*

	No. of Graduates			Not in Library Positions			Empl. Not Known			Permanent Prof. Placements			Temp. Prof. Placements			Nonprof. Library Placements			Total in Library Positions		
	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total
United States	2523	683	3494	214	69	285	530	171	981	1585	386	1975	126	31	159	68	26	94	1779	443	2228
Northeast	859	202	1237	68	23	92	185	42	400	555	118	675	38	13	51	13	6	19	606	137	745
Southeast	452	122	621	27	7	35	97	27	168	309	84	394	11	1	13	8	3	11	328	88	418
Midwest	715	202	962	70	27	97	144	59	248	447	102	549	32	8	40	22	6	28	501	116	617
Southwest	257	71	345	22	6	28	69	22	107	137	34	171	10	4	15	19	5	24	166	43	210
West	240	86	329	27	6	33	35	21	58	137	48	186	35	5	40	6	6	12	178	59	238
Canada	141	51	197	16	9	25	18	7	26	79	20	101	27	13	42	1	2	3	107	35	146
All Schools	**2664**	**734**	**3691**	**230**	**78**	**310**	**548**	**178**	**1007**	**1664**	**406**	**2076**	**153**	**44**	**201**	**69**	**28**	**97**	**1886**	**478**	**2374**

* Includes placements undifferentiated by sex

IIa Placements and Salaries of 1988 Graduates—Summary by Region*

	Placements	Salaries			Low Salary			High Salary			Average Salary			Median Salary		
		Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total
United States	1912	1313	318	1634	11000	15000	11000	60000	58800	60000	23416	23783	23491	22500	23000	22500
Northeast	639	461	100	562	12000	16000	12000	60000	58800	60000	24743	24847	24750	23500	24000	23500
Southeast	387	268	70	339	11805	15000	11805	34282	33900	34282	22288	22683	22354	22000	22000	22000
Midwest	536	361	78	439	11000	16000	11000	46392	50000	50000	22018	22750	22148	21000	22000	21000
Southwest	170	113	27	140	13500	17400	13500	40000	35650	40000	23201	24166	23387	22500	23526	22500
West	180	110	43	154	14000	18000	14000	42000	30800	42000	25411	24734	25317	25000	24000	24600
Canada	99	0	0	0	99999	99999	99999	0	0	0	0	0	0			
All Schools	**2011**	**1313**	**318**	**1634**	**11000**	**15000**	**11000**	**60000**	**58800**	**60000**	**23416**	**23783**	**23491**	**22500**	**23000**	**22500**

* Includes placements undifferentiated by sex

Carol L. Learmont is Associate Dean, School of Library Science, Columbia University and Stephen Van Houten is Head of the Cataloging Department, Library of Health Sciences, University of Illinois at Chicago

IIb Placements and Salaries of 1988 Graduates*

Schools	Placements	Salaries			Low Salary			High Salary			Average Salary			Median Salary		
		Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total
Alabama	39	26	4	30	11805	19656	11805	29600	23943	29600	20110	21650	20316	19000	21000	19656
Albany	36	30	4	34	16500	16680	16500	35000	28000	35000	23955	22670	23804	22150	22000	22150
Arizona	18	0	0	0	0	0	0	0	0	0	0	0	0			
Atlanta	24	16	5	21	16000	17500	16000	30487	30000	30487	23762	23100	23604	24000	22000	24000
Brigham Young	23	12	11	23	19000	18000	18000	30900	28500	30900	22589	23912	23222	22000	24000	22600
Buffalo	28	21	4	25	18000	16000	16000	42703	25000	42703	23958	21125	23505	22088	20500	22088
California (Berk.)	46	29	14	43	20000	19728	19728	42000	30800	42000	27796	25934	27190	26520	25000	26000
California (L.A.)	51	28	8	36	19740	20000	19740	31000	27606	31000	24821	24099	24660	24000	23760	23943
Catholic	30	24	5	29	17859	25000	17859	46502	48000	48000	26567	34888	28002	25707	34740	26000
Chicago	15	4	2	6	22000	19575	19575	26000	29000	29000	24000	24288	24096	24000	19575	24000
Clarion	26	24	2	26	14000	16736	14000	27675	21000	27675	19775	18868	19705	19108	16736	19108
Columbia	26	20	4	24	21000	17000	17000	36098	25000	36098	27777	22650	26923	25000	24000	25000
Drexel	51	36	10	46	17325	19200	17325	52000	35000	52000	23905	25410	24232	22500	24000	23111
Emporia	37	14	4	18	16000	19975	16000	31000	26989	31000	20975	21866	21173	19576	20000	20000
Florida State	38	28	7	35	16000	20000	16000	30000	25200	30000	21745	22871	21970	21500	22000	21800
Hawaii	20	15	3	19	14000	23500	14000	35000	26000	40000	25606	24700	26221	25000	24600	25000
Illinois	55	43	8	51	13700	18000	13700	32500	25000	32500	21271	22250	21425	20500	22600	20500
Indiana	73	46	8	54	17000	17850	17000	29000	26000	29000	21875	22111	21910	21500	21000	21500
Iowa	40	25	8	33	16100	18000	16100	26400	28500	28500	20928	21432	21050	21000	20500	20500
Kent State	65	52	7	59	11000	19000	11000	32800	50000	50000	21035	25857	21607	20800	22000	21000
Kentucky	56	26	14	40	16000	17000	16000	26920	28000	28000	21208	21079	21163	22000	20000	20100
Long Island	45	28	2	30	19000	22000	19000	60000	45000	60000	26181	33500	26669	25000	22000	25000
Louisiana State	44	31	13	44	16500	18444	16500	30000	30600	30600	21539	22492	21820	20794	22500	21000
Maryland	33	26	3	29	16500	22000	16500	46000	27812	46000	24411	24371	24407	22000	23300	23000
Michigan	57	44	8	52	12000	19583	12000	46392	28000	46392	23976	22382	23731	21828	20700	21828
Missouri	32	22	7	29	15500	16000	15500	28000	27000	28000	20416	21553	20690	19816	22000	20400
North Carolina	41	25	12	37	18000	19100	18000	34282	33900	34282	22598	25467	23529	22000	25000	22227
N.C. Central	23	22	0	22	18000	0	18000	32000	0	32000	25003	0	25003	25000	0	25000
N.C. Greensboro	26	22	1	23	12000	22950	12000	25000	22950	25000	20556	22950	20660	21000	22950	21000
Northern Illinois	19	14	2	16	15000	20000	15000	38000	23000	38000	21949	21500	21893	20000	20000	20000
North Texas State	34	26	8	34	16500	17400	16500	40000	34000	40000	23932	24153	23984	22500	23526	22900
Oklahoma	29	22	2	24	13500	22500	13500	25000	25000	25000	20034	23750	20344	17500	22500	19000
Pittsburgh	43	25	6	31	17000	19000	17000	30000	34000	34000	22088	23417	22345	22000	21000	22000
Queens	11	3	1	4	23200	26000	23200	28000	26000	28000	25033	26000	25275	23900	26000	23900
Rhode Island	15	9	2	12	17200	20000	17200	32500	21800	32500	23883	20900	22913	22000	20000	21800
Rosary	46	33	6	39	18000	20000	18000	42000	33000	42000	25023	26167	25199	23000	23000	23000
Rutgers	90	69	18	87	18400	19500	18400	50000	41000	50000	26338	26294	26329	26130	24000	26000
St. John's	17	11	4	15	20000	22800	20000	43000	35000	43000	31500	26893	30271	35000	24000	27000
Simmons	126	91	21	112	12000	17000	12000	40000	58800	58800	24252	24872	24368	22823	25000	23000
South Carolina	69	50	9	60	14222	15000	14222	33000	27000	33000	23033	21474	22699	22313	22000	22033
S. Connecticut	40	31	9	40	17700	16000	16000	38054	25000	38054	24768	21144	23952	24000	21000	23000
South Florida	27	22	5	27	16120	18300	16120	32250	33000	33000	23787	23253	23688	23900	21000	23900
Syracuse	22	13	5	18	18500	18200	18200	30000	26000	30000	23698	22140	23265	24002	21000	21300
Texas (Austin)	45	30	12	42	17400	17500	17400	32000	35650	35650	24337	23896	24211	23500	22036	23500
Texas Woman's	44	35	5	40	14500	20000	14500	38000	30000	38000	23675	25000	23841	22662	24000	[illegible]
Toronto	36	0	0	0	0	0	0	0	0	0	0	0	0			
Washington	40	26	7	33	17500	21360	17500	40560	30000	40560	24575	24366	24531	24000	24000	24000
Wayne State	20	13	5	18	18000	21000	18000	35000	26000	35000	22715	23151	22836	21000	22753	21000
Western Ontario	63	0	0	0	0	0	0	0	0	0	0	0	0			
Wisconsin (Mad.)	52	34	8	42	14000	18000	14000	27000	25680	27000	20375	22569	20793	20155	22724	20500
Wisconsin (Milw.)	25	17	5	22	17500	18500	17500	41000	23000	41000	23278	20972	22754	21200	21858	21200

* Includes placements undifferentiated by sex

III Placements by Type of Library*

Schools	Public			Elementary & Secondary			College & Univ.			Special			Other			Total		
	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total
Alabama	13	2	15	8	0	8	10	2	12	2	0	2	0	0	0	33	4	37
Albany	8	1	9	10	1	11	5	1	6	7	1	8	2	0	2	32	4	36
Arizona	6	1	7	4	2	6	2	1	3	1	0	1	0	1	1	13	5	18
Atlanta	8	0	8	5	1	6	4	3	7	2	1	3	0	0	0	19	5	24
Brigham Young	7	3	10	0	0	0	0	3	3	1	2	3	2	2	4	10	10	20
Buffalo	9	1	10	10	0	10	3	3	6	1	0	1	1	0	1	24	4	28
California (Berk.)	10	4	14	0	0	0	5	6	11	11	4	15	3	2	5	29	16	45
California (L.A.)	20	3	23	2	0	2	9	4	13	10	2	12	1	0	1	42	9	51
Catholic	5	0	5	4	0	4	3	1	4	12	3	15	0	1	1	24	5	29
Chicago	1	0	1	0	0	0	5	1	6	4	4	8	0	0	0	10	5	15
Clarion	9	1	10	7	0	7	6	1	7	1	0	1	1	0	1	24	2	26
Columbia	6	2	8	1	0	1	5	1	6	8	1	9	1	0	1	21	4	25
Drexel	6	0	6	2	1	3	12	4	16	12	3	15	6	5	11	38	13	51
Emporia	14	1	15	9	1	10	5	2	7	4	1	5	0	0	0	32	5	37
Florida State	5	4	9	9	0	9	10	3	13	4	1	5	0	1	1	28	9	37
Hawaii	3	0	3	6	0	7	1	2	3	5	1	6	0	0	0	15	3	19
Illinois	18	3	21	1	0	1	19	4	23	5	2	7	3	0	3	46	9	55
Indiana	26	6	32	8	0	8	15	9	24	7	0	7	1	1	2	57	16	73
Iowa	13	3	16	7	0	7	9	5	14	2	0	2	0	1	1	31	9	40
Kent State	24	0	24	6	2	8	10	4	14	13	1	14	4	1	5	57	8	65
Kentucky	9	13	22	8	0	8	9	6	15	8	1	9	2	0	2	36	20	56
Long Island	14	2	16	11	0	11	6	2	8	10	0	10	0	0	0	41	4	45
Louisiana State	9	2	11	9	1	10	7	5	12	5	4	9	1	1	2	31	13	44
Maryland	6	0	6	4	0	4	4	0	4	16	3	19	0	0	0	30	3	33
Michigan	16	1	17	9	0	9	8	5	13	11	2	13	2	0	2	46	8	54
Missouri	11	5	16	4	1	5	7	2	9	1	0	1	1	0	1	24	8	32
North Carolina	10	4	14	2	0	2	11	2	13	3	3	6	3	3	6	29	12	41
North Carolina Central	2	0	2	12	0	12	7	0	7	1	0	1	0	0	0	22	0	22
N.C. Greensboro	6	1	7	10	1	11	5	1	6	2	0	2	0	0	0	23	3	26
Northern Illinois	8	1	9	4	0	4	1	0	1	4	1	5	0	0	0	17	2	19
North Texas State	7	3	10	4	0	4	11	4	15	4	1	5	0	0	0	26	8	34
Oklahoma	7	0	7	12	1	13	3	0	3	3	1	4	0	0	0	25	2	27
Pittsburgh	6	1	7	9	0	10	6	5	11	11	3	14	1	0	1	33	9	43
Queens	5	0	5	1	1	2	0	0	0	3	1	4	0	0	0	9	2	11
Rhode Island	2	1	4	5	0	5	0	1	1	3	2	5	0	0	0	10	4	15
Rosary	11	3	14	12	0	12	2	0	2	9	4	13	0	0	0	34	7	41
Rutgers	18	5	23	19	0	19	9	4	13	20	7	27	5	3	8	71	19	90
St. John's	4	2	6	2	0	2	1	0	1	6	1	7	0	1	1	13	4	17
Simmons	34	6	40	10	0	10	23	10	33	35	6	41	2	0	2	104	22	126
South Carolina	8	1	9	37	2	40	8	6	14	2	1	3	2	0	2	57	10	68
Southern Connecticut	11	4	15	11	1	12	6	2	8	2	2	4	1	0	1	31	9	40
South Florida	8	4	12	7	1	8	2	0	2	5	0	5	0	0	0	22	5	27
Syracuse	0	0	0	12	1	13	2	3	5	3	1	4	0	0	0	17	5	22
Texas	2	4	6	9	0	9	5	4	9	11	4	15	3	1	4	30	13	43
Texas Woman's	5	2	7	15	1	16	9	0	9	9	2	11	1	0	1	39	5	44
Toronto	15	2	18	0	0	0	2	1	3	7	4	11	2	2	4	26	9	36
Washington	12	2	14	5	0	5	7	3	10	9	2	11	0	0	0	33	[illegible]	40
Wayne State	8	1	9	3	2	5	1	2	3	2	0	2	1	0	1	15	5	20
Western Ontario	16	2	18	5	1	6	13	4	17	11	2	14	6	2	8	51	11	63
Wisconsin (Madison)	19	4	23	7	0	7	10	4	14	5	1	6	1	1	2	42	10	52
Wisconsin (Milwaukee)	7	4	11	4	0	4	3	2	5	2	0	2	1	0	1	17	6	23
Total	**587**	**115**	**624**	**381**	**22**	**388**	**328**	**130**	**464**	**335**	**86**	**422**	**60**	**21**	**80**	**1589**	**380**	**1905**

* Includes placements undifferentiated by sex or type of library

the increase in the average beginning salary was higher than the increase in the cost of living. This year, Table VIII shows the average salaries index based on the new Bureau of Labor Statistics base years (1982–84).

The 1988 salaries increased at the rate of 6% compared with 7% in 1987 and 6% in 1986.

In 1988, the average (mean) beginning salary for women was $23,416, a 6% increase over 1987; for men, $23,783, a 3% increase. The median salary was $22,500 for all graduates; for women, $22,500; and for men, $23,000.

For new graduates with relevant prior experience, the average beginning salary was $24,931, up from $24,018 in 1987; without experience, $21,810 from $20,402 in 1987.

The number of graduates continues to rise modestly, the average salary continues a steady increase, and a large number of placement officers report more beginning positions than qualified people to fill them.

There were 201 temporary professional placements reported in 1988, compared with 279 in 1987 and 240 in 1986. No salaries from Canadian schools appear this year. The category "Other information specialties" includes a wide variety of nontraditional positions.

Placement statistics

First professional degrees were awarded to 3,691 graduates of the 51 schools reporting in 1988 (Table I). In 1987, the 55 reporting schools awarded 3,702 first professional degrees; in 1986, the 53 reporting schools awarded 3,538 first professional degrees. In 1988, the average number of graduates of schools reporting was 72; in 1987 it was 67; in 1986 it was 67.

Table I shows permanent and temporary professional placements, as well as nonprofessional library placements, and the totals for the three. These are library- or information-related positions. Table I also shows the number of graduates reported who were not in library positions or whose employment status was unknown at the beginning of April 1989. Of these, 8% were known not to be in library positions compared with 10% in 1987, and 10% in 1986. In April 1989, the whereabouts of 27% were unknown compared with 23% in April 1988 and 23% in April 1987.

Of the 1988 graduates, 64% were known to be employed either in professional or nonprofessional positions in libraries or information-related work, as were 67% of the 1987 graduates and 66% of the 1986 graduates. Of the 1988 graduates, 56% were known to be employed in permanent professional positions, compared with 57% of the 1987 graduates and 57% of the 1986 graduates.

Employment distribution of 1,985 of the 3,691 graduates (53%) is shown in Table III, Table IV, and Table XI. In all, 2,076 permanent full-time professional placements were reported and 201 temporary placements. Of the 2,076 people finding permanent professional positions, 662 (32%) found jobs before graduation and 719 (35%) reported actively searching for less than 90 days for professional employment after getting their degrees.

There were 145 people (7%) who looked for three or four months. Sixty-eight (3%) looked from four to six months, and 40 (2%) looked for more than six months. A total of 393 people (19%) went back to their previous positions. Nothing is known about the length of time it took the 49 others (2%) to find employment.

In 1988, 2.5% of the graduates were in nonprofessional library and related positions (Table I). In 1987, 2.1% were in this category, as were 2.7% in 1986. Within the category, 71% are women and 29% are men.

The percentage of increase or decrease in placements by type of library has decreased notably for "Other library agencies" and increased modestly for the other types. In actual numbers there has been a marked decrease in placements in the "Other library agencies" category as well.

Table IV does not include 91 placements that were either foreign professional placements or placements undifferentiated by type of library but which appear in Table I in the Permanent Professional Placements category (a total of 2,076 placements).

TABLE V, U.S. AND CANADIAN PLACEMENTS COMPARED, HAS BEEN DISCONTINUED THIS YEAR. Tables will be renumbered in the 1990 survey. Table VI, showing Special Placements, is self-explanatory and gives a rough picture of hiring activity in various specialties in 1988.

Openings and applicants

A total of 62,230 listings of open library positions were reported received by 38 schools, ranging in number of listings from 30 to 5200. The listings were for positions at all levels, and many were duplicated in several places. In 1987, 40 schools reported 61,063 listings.

Twenty-three schools reported increases in position listings in 1988 over 1987. Increases reported in 1988 ranged from 1% to 40%. The median was 10%. Twelve schools reported

IV Placements by Type of Library, 1951–1988

Year	Public	School	College & Universities	Other Library Agencies*	Total
1951-1955**	2076 (33.0%)	1424 (23.0%)	1774 (28.0%)	1000 (16.0%)	6264
1956-1960**	2057 (33.0)	1287 (20.0)	1878 (30.0)	1105 (17.0)	6327
1961-1965	2876 (30.0)	1979 (20.0)	3167 (33.0)	1600 (17.0)	9622
1966-1970	4773 (28.0)	3969 (23.0)	5834 (34.0)	2456 (15.0)	17032
1971	999 (29.0)	924 (26.0)	1067 (30.0)	513 (15.0)	3503
1972	1117 (30.0)	987 (26.0)	1073 (29.0)	574 (15.0)	3751
1973	1180 (31.0)	969 (25.0)	1017 (26.0)	712 (18.0)	3878
1974	1132 (31.0)	893 (24.0)	952 (26.0)	691 (19.0)	3668
1975	994 (30.0)	813 (24.0)	847 (25.0)	714 (21.0)	3368
1976	764 (27.1)	655 (23.2)	741 (26.3)	657 (23.2)	2817
1977	846 (28.4)	673 (22.6)	771 (25.9)	687 (23.1)	2977
1978	779 (26.1)	590 (19.8)	819 (27.4)	798 (26.7)	2986
1979	778 (27.4)	508 (17.9)	716 (25.3)	835 (29.4)	2837
1980	659 (27.1)	473 (19.5)	610 (25.1)	687 (28.3)	2429
1981	642 (27.3)	451 (19.2)	556 (23.6)	704 (29.9)	2353
1982	588 (28.5)	358 (17.4)	505 (24.5)	612 (29.7)	2063
1983	501 (28.0)	308 (17.3)	424 (23.8)	552 (30.9)	1785
1984	548 (27.9)	284 (14.4)	551 (28.0)	583 (29.7)	1966
1985	565 (29.4)	300 (15.6)	522 (27.2)	533 (27.8)	1920
1986	576 (30.3)	288 (15.2)	488 (25.7)	548 (28.8)	1900
1987	610 (30.5)	355 (17.7)	434 (21.7)	602 (30.1)	2001
1988	624 (31.4)	386 (19.4)	464 (23.4)	511 (25.7)	1985

* From 1951 through 1966 these tabulations were for "special and other placements" in all kinds of libraries. From 1967 to 1979 these figures include only placements in library agencies that do not clearly belong to one of the other three groups. In the 1980 through 1988 report these figures include the sum of responses to placements in special libraries and in other information specialties

** Figures for individual years are reported in preceding articles in this series no significant change from 1987; four reported a decrease ranging from 4% to 35%. Thirty-eight placement officers reported no major difficulty in placing 1988 graduates. Only one reported major difficulty in placing these graduates. Two placement officers indicated that they had more difficulty placing graduates in 1988 than in 1987. Ten reported having less difficulty, and 30 reported about the same level of difficulty in both years.

Demand for librarians appears to be greater than supply, although shortages often reflect geography or political events. The demand for catalogers (specifically) and others in the technical services areas continues to escalate. Children's and young adult specialists are needed especially in public libraries. Computer and information science specialists are needed. Other specialties in demand and mentioned as being in short supply include records management, government documents, law, science, medical, archival, and conservation/preservation.

Undergraduate majors that continue to attract employers to graduates are still math, languages, engineering, business, computer science, art, music, and, most especially, all types of science.

It seems noteworthy that several respondents emphasized the ease with which most graduates can be placed. There seemed to be a widespread feeling, as one said, that the image of the library's role in daily life is increasingly more attractive.

The bottom line

The salary statistics presented include only salaries that were reported as full-time annual salaries. Variables such as vacations and other fringe benefits, which may be part of the total compensation, are excluded. Salaries do not reflect differences in hours worked per week. Such information might provide more precise comparability, but such data are probably beyond the needs of most library schools in the profession. In any case, the validity of this analysis rests on comparable statistics collected since 1951.

Forty-eight of the 51 reporting schools provided some salary data. Not all schools could provide all the information requested nor could they supply it for all employed graduates. Data for graduates in irregular placements such as those for graduates from abroad returning to posts in their homelands; appointments in religious orders or elsewhere where re-

> *"In 1988 . . . average salaries for women ranged from a low of $11,000 to a high of $60,000 . . . for men, the range was $15,000 to $58,800"*

VI Special Placements*

	Women	Men	Total
Government Jurisdictions (U.S. and Canada)			
Other government agencies (except USVA hospitals)	23	4	27
State and provincial libraries	18	4	22
National libraries	12	4	16
Armed Services libraries (domestic)	5	3	8
Overseas agencies (incl. Armed Services)	3	1	4
Library Science			
Advanced study	5	9	14
Teaching	3	2	5
Other			
Children's services (school libraries)	212	7	219
Children's services (public libraries)	117	3	120
Business, (finance, industrial, corporate, banking, insurance, oil, etc.)	76	18	94
Law	60	24	84
Youth services (school)	61	5	66
Science and technology	44	21	65
Youth services (public libraries)	44	10	54
Systems analysis; automation	26	22	48
Information services (nonlibrary)	29	13	42
Medicine (incl. nursing schools)	34	8	42
Rare books, manuscripts, archives	24	11	35
Audiovisual and media centers	24	8	32
Historical agencies and archives	22	7	29
Communications industry (advertising, newspaper, etc.)	19	7	26
Art and museum	17	5	22
Hospitals (incl. USVA hospitals)	20	1	21
Bibliographic instruction	18	2	20
Databases (publishing, servicing)	9	9	18
Government documents	13	5	18
Social sciences	14	4	15
Religion (seminaries, theological schools)	9	6	15
Research and development	12	3	15
Theater, motion pictures, dance, music	7	5	12
Outreach activities and services	10	1	11
Free-lance/consulting	8	2	10
Records management	6	2	8
Indexing & abstracting	7	0	7
Networks and consortia	6	1	7
Conservation/Preservation	5	1	6
Correctional institutions	4	1	5
Library services to the handicapped	5	0	5
Pharmaceutical	4	1	5
Spanish-speaking centers	3	2	5
International agencies	4	0	4
International relations (incl. area studies)	2	2	4
Architecture	1	2	3
Children's services (other)	3	0	3
Genealogical	3	0	3
Technical writing	2	1	3
Bookstore	2	0	2
Maps	2	0	2
Professional associations	2	0	2
Total Special Placements	**1043**	**243**	**1286**

* Includes special placements in all types of libraries

VII Salary Data Summarized

	Women	Men	Total
Average (Mean) Salary	$23416	$23783	$23491
Median Salary	22500	23000	22500
Individual Salary Range	11000–60000	15000–58800	11000–60000

> *"In 1988, the average beginning salary was $23,491 based on 1,626 known, full-time, permanent professional salaries"*

VIII Average Salary Index*

Starting Library Positions, 1985–1988

Year	Library Schools	Fifth-Year Graduates	Avg. Beginning Salary	Dollar Increase in Avg. Salary	Beginning Index	BLS-CPI
1985	58	3484	19753	962	111.6	109.3
1986	54	3538	20874	1121	118.0	110.5
1987	55	3702	22247	1373	125.7	115.4
1988	51	3691	23491	1244	132.8	120.5

* Bureau of Labor Statistics Consumer Price Index based on 1982–84 = 100. Average beginning salary for 1982–84 figured at $17,693

IX High Salaries by Type of Library

	Public			School			College & Univ.			Special			Other		
	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total
12,000													1		1
13,000															
14,000													1		1
15,000							1		1						
16,000		1	1		1	1							1		1
17,000										1	1	2			
18,000		1	1							1		1			
19,000	1	3	4		1	1	1		1	1	1	2	1		1
20,000	2	5	7	1	1	2	1	1	2	1		1	1	1	2
21,000	2	1	3				2	2	4	1	2	3	1		1
22,000	5	6	11	3	3	6	5	4	9	2	2	4			
23,000	9	5	14				4	2	6		1	1	2		2
24,000	5	4	9	1		1	4	5	9	5	3	8	3	2	5
25,000	9	3	12	4	2	6	6	9	15	2	4	6	2	1	3
26,000	4	4	8	1	2	3	3	2	5	2	3	5	3		3
27,000				3	1	4	2	4	6	5	5	10	2		2
28,000	2	1	3	3	1	4	2	3	5	4	1	5	1	2	3
29,000				2		2	3		3	2	1	3			
30,000	1	1	2	5		5	4	1	5	2	5	7	1	2	3
31,000	1		1	3		3	1		1	1		1			
32,000	1		1	3		3	2		2	3		3		1	1
33,000				1	1	2					1	1		1	1
34,000		1	1					1	1	2	1	3	1	1	2
35,000	1		1	3	1	4	1		1	1	2	3		1	1
36,000	2		2				2		2	1		1	1		1
37,000													1		1
38,000				2		2				2		2			
39,000				1		1				1		1			
40,000						1				4		4			
41,000				2		2					1	1			
42,000				2		2				1		1	1		1
43,000				1		1									
44,000															
45,000								1	1						
46,000	1		1	3		3									
47,000															
48,000														1	1
49,000															
50,000					1	1							1		1
51,000															
52,000										1		1			
58,000								1	1						
59,000															
60,000	1		1												

muneration is in the form of some combination of salary plus living; and all salaries for part-time employment were excluded as best the authors can tell.

The exclusions were added to the number of salaries not known or not reported. As a result, there is known salary information for 1,634 of the 1988 graduates (1,313 women, 318 men, and three undifferentiated by sex). This represents 81% of the known placements and 44% of all graduates reported. These response ratios have remained fairly constant for the past few years. In 1987 there was salary information on 79% of the known placements, representing 43% of the number of graduates reported.

Salary data as reported by the 48 schools are contained in Table II and summarized in Table VII. Salary figures are in U.S. dollars.

Average (mean) salaries

The average salary for all 1988 graduates was $23,491, an increase of $1,244 (6%) over the 1987 average of $22,247. The average salary for women was $23,416 and the average for men was $23,783, a difference of $367 (Table VII). Table VIII no longer shows the annual changes since 1967 but shows the new BLS base determined by averaging the average beginning salaries for 1982, 1983, and 1984. The cost of living index (CPI) for 1988 was 120.5, a gain of 4.3% over 1987. The beginning salary index was 132.8, an increase of 5.6% over 1987.

Salaries in 1988 in the category of average salaries for women ranged from a low of $11,000 to a high of $60,000, a difference of $49,000; for men, the range was $15,000 to $58,800, a $43,800 difference. In the 47 schools that reported average salaries for both men and women, the women's average was higher in 22 schools; the men's average salary was higher in 25 schools. In 1987, the women's average salary was higher in 19 schools, and the men's in 29 schools.

In Table XI, the average salary is higher for men in all five categories (the differences ranging from $8 to $3,448).

Median salaries

The median salary for all graduates in 1988 was $22,500, an increase of $1,384 over last year's $21,116. The median for women was $22,500; for men, $23,000. Of the 47 schools reporting on both men and women, the median salary for women was higher in 23 schools; for men in 21; and the same in three.

Salary ranges

For the purposes of the survey, prior experience, if known, consisted of work of a professional and/or subject nature of a year or more. In 1988, the range (Table VII) was from a low of $11,000 (public library) to a high of $60,000 (public library).

In 1988, the range of high salaries reported was from $30,800 to $60,000, a difference of $29,200. In 1987, the high range was from $25,000 to $72,000, a difference of $47,000. In 1988, 16 schools showed high salaries of $40,000 or more. Of these, 14 went to women and five to men. The median high salary for all graduates was $34,141 (down from $35,000 in 1987); for women, $32,500 (up from $32,000 in 1987); for men, $27,812 (down from $28,000 in 1987).

In 1988, the category "special libraries" accounted for 19% of the 47 highest salaries (25% in 1987) and the category other "information specialties" accounted for 15% (24% in 1987). School libraries accounted for 51% (41% in 1987); academic libraries accounted for 11% (6% in 1987); public libraries had a 4% share (4% in 1987).

The positions were scattered geographically and included 23 states, the District of Columbia, and one province; New York and New Jersey each accounted for five positions and the rest for one, two, or three each.

The lowest reported beginning-level salaries from each school ranged from $11,000 to $23,200. The 1987 range was from $9500 to 22,000. The median low salary was $16,500 ($16,000 in 1987) for all graduates. Forty-seven schools reported low salaries for men and women; of these, 40 reported that the lowest low was received by a woman, and seven reported that the lowest low was received by a man.

Public libraries accounted for 43% of the lowest salaries (40% in 1987); academic libraries accounted for 23% (24% in 1987); special libraries accounted for 19% (18% in 1987); school libraries for 11% (16% in 1987); and other information specialties for 4% (2% in 1987). Twenty-eight states were represented. New York had six of the lowest placements; Illinois had three; the rest had one or two.

1989 predictions

Placement officers at 22 schools predict little or no change in the number of job vacancy listings for the class of 1989. Fifteen officers think that there will be increases ranging from 1% to 200%; two predict decreases of 20% to 22%. Placement officers at 27 schools expect the same difficulty (or ease, as several remarked) placing 1989 graduates as placing 1988 graduates; three expect more difficulty; 13 expect less.

Salaries for 1989 will be stronger according to 30 placement officers. Estimates range from $400 to $5000 with most estimates in the $2000 to $3000 range. Seven officers do not think salaries will be higher and three think they will be about the same.

The following table indicates the increasing and decreasing number of vacancies in various types of libraries as perceived by the placement officers.

Schools Reporting	*Increase*	*Decrease*
Public Libraries	17	2
School Libraries	10	6
Academic Libraries	11	2
Special Libraries	12	5
Other Information Specialties	1	0

Increases were attributed to increasing concern for information management in corporate libraries, "unfreezing" of positions in public libraries, increased funding for new positions, increased funding for school libraries and children's services in public libraries, retirements, growth in specialties such as bibliographic instruction and conservation/preservation, opening of new libraries, and more active recruitment by public libraries and other large libraries/library systems.

Decreases in vacancies were attributed to budget cuts in school funding, failure of bond issues to pass, and a slowdown in retirements.

It was also pointed out that the vacancy rates may be high for jobs that are perceived to be boring, pay low salaries, or combine low salaries with high educational requirements (as in many academic libraries). In at least one state school, certification requires only a bachelor's degree and that has cut down on vacancies for the MS-level school librarian in that state.

In general, there is a strong feeling that the demand for librarians is increasing and will continue to outstrip the supply in the near future. The authors thank all of the reporting schools for their continuing cooperation in making this report possible.

X Low Salaries by Type of Library

	Public			School			College & Univ.			Special			Other		
	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total
11,000	2		2												
12,000	1		1				1		1				1		1
13,000	2		2												
14,000				1		1	1		1	2		2	1		1
15,000	2		2				1	1	2	1		1			
16,000	5	2	7	3	1	4	4	1	5	5	1	6	2		2
17,000	9	2	11	5		5	7	3	10	6	3	9			
18,000	6	9	15	11		11	12	5	17	7		7	1		1
19,000	8	5	13	6	1	7	4	4	8	2	5	7	1	1	2
20,000	6	6	12	5	2	7	3	6	9	6	3	9	3	2	5
21,000	4	4	8	5		5	5	5	10	4	3	7	3		3
22,000		5	5	3	5	8	5	4	9	5	4	9	2		2
23,000	1	2	3	1		1		3	3	1	2	3	3		3
24,000	2	2	4							4	5	9	1	3	1
25,000				2	3	5		2	2	2	4	6	1	3	4
26,000				1	1	2					2	2	2		2
27,000	1	1	2				1	1	2	1	2	3	2	1	3
28,000					1	1		1	1	1		1	1	1	2
29,000															
30,000							1		1	1	1	2	1	1	2
31,000				1		1							1	1	2
32,000															
33,000					1	1									
34,000								1	1						
35,000				1	1	2					1	1		1	1
36,000							1		1				1		1
45,000								1	1						
46,000															
47,000															
48,000															
49,000														1	1

XI Comparison of Salaries by Type of Library*

	Placements	Salaries Known			Low Salary			High Salary			Average Salary			Median Salary		
		Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total	Women	Men	Total
Public Libraries																
United States	588	401	98	500	11000	16000	11000	60000	34000	60000	21452	21891	21531	21000	21858	21000
Northeast	170	120	25	146	15000	16736	15000	60000	30000	60000	22515	22494	22482	22000	22300	22000
Southeast	109	68	27	95	11805	17000	11805	30487	25200	30487	21008	20827	20956	21288	20100	21000
Midwest	208	149	26	175	11000	16000	11000	32000	24500	32000	20137	20565	20201	20000	20368	20000
Southwest	37	21	9	30	13500	21500	13500	36035	34000	36035	21149	25111	22337	20556	24000	22000
West	64	43	11	54	17000	18000	17000	35000	26760	35000	23889	23627	23836	23900	23760	23900
Canada	36	0	0	0	0	0	0	0	0	0	0	0	0			
All Schools	624	401	98	500	11000	16000	11000	60000	34000	60000	21452	21891	21531	21000	21858	21000
School Libraries																
United States	380	312	18	332	14000	16680	14000	46502	50000	50000	25110	26082	25183	24000	25000	24000
Northeast	124	107	4	111	16500	16680	16500	46502	35000	46502	26014	24070	25944	24800	19600	24800
Southeast	114	96	6	103	16000	22000	16000	33000	33000	33000	23381	26325	23491	22900	25000	23000
Midwest	80	63	6	69	17800	22000	17800	46392	50000	50000	26442	28790	26647	24000	25000	24392
Southwest	48	35	2	37	17500	20000	17500	30000	22500	30000	23904	21250	23761	24900	20000	23982
West	14	11	0	12	14000	0	14000	35000	0	40000	27609	0	28642	29000		29000
Canada	6	0	0	0	0	0	0	0	0	0	0	0	0			
All Schools	386	312	18	332	14000	16680	14000	46502	50000	50000	25110	26082	25183	24000	25000	24000
College/Univ. Libraries																
United States	444	270	109	379	12000	15000	12000	36098	58800	58800	22155	23194	22454	21200	22500	21600
Northeast	129	83	33	116	17000	16000	16000	36098	58800	58800	23083	24737	23554	22000	23500	22150
Southeast	101	62	21	83	12000	15000	12000	32000	28000	32000	21090	21910	21297	21000	22000	21000
Midwest	135	78	31	109	15000	18000	15000	36000	27000	36000	21852	22031	21903	21000	22000	21000
Southwest	39	28	7	35	16500	17400	16500	29186	27000	29186	20696	22204	20998	20470	22000	21000
West	40	19	17	36	18000	20000	18000	30000	30800	30800	24974	24312	24661	26520	23900	24500
Canada	20	0	0	0	0	0	0	0	0	0	0	0	0			
All Schools	464	270	109	379	12000	15000	12000	36098	58800	58800	22155	23194	22454	21200	22500	21600
Special Libraries																
United States	397	275	71	346	14000	16000	14000	52000	41000	52000	25189	25197	25190	24500	25000	24500
Northeast	184	133	30	163	16994	16000	16000	52000	41000	52000	26435	25684	26297	26000	25000	26000
Southeast	45	33	11	44	16000	19000	16000	31500	30000	31500	22952	23537	23098	24000	24000	24000
Midwest	85	57	12	69	14000	19575	14000	42000	33000	42000	22485	25631	23032	22900	25000	23000
Southwest	36	23	8	31	14500	17500	14500	40000	30000	40000	26669	24112	26009	28000	23897	25000
West	47	29	10	39	15000	19728	15000	40560	30564	40560	26160	25906	26095	25800	25800	25800
Canada	25	0	0	0	0	0	0	0	0	0	0	0	0			
All Schools	422	275	71	346	14000	16000	14000	52000	41000	52000	25189	25197	25190	24500	25000	24500
Other Libraries																
United States	77	48	21	69	12000	19500	12000	50000	48000	50000	25520	28968	26569	24600	28500	25000
Northeast	30	18	8	26	12000	19500	12000	50000	48000	50000	27207	29896	28034	25000	27000	25300
Southeast	13	6	5	11	20000	20000	20000	34282	33900	34282	26814	29700	28126	25600	31000	30000
Midwest	18	14	3	17	16000	24000	16000	27350	28500	-28500	21147	25500	21915	21000	24000	22100
Southwest	6	4	1	5	21600	35650	21600	27000	35650	35650	24270	35650	26546	24000	35650	24480
West	10	6	4	10	22000	25000	22000	42000	30000	42000	30200	27125	28970	26000	25000	26000
Canada	12	0	0	0	0	0	0	0	0	0	0	0	0			
All Schools	89	48	21	69	12000	19500	12000	50000	48000	50000	25520	28968	26569	24600	28500	25000

* Includes placements undifferentiated by sex

XII Effects of Experience on Salaries*

	Salaries Without Previous Experience (41 Schools)			Salaries with Previous Experience (44 Schools)		
	Women	Men	Total	Women	Men	Total
Number of Positions	405	103	509	571	129	701
Range of Low Salaries	$11000–25000	$15000–26000	$11000–24000	$12000–31000	$17000–35000	$12000–31000
Mean (Average)	17988	19437	17336	19512	22415	19347
Median	18000	19000	17000	19000	22000	18500
Range of High Salaries	$20000–41000	$15000–34000	$20235–41000	$24700–60000	$20000–58800	$24700–60000
Mean (Average)	27050	23650	27776	34886	29441	36076
Median	27000	24000	27606	32000	26989	32500
Range of Average Salaries	$18500–25771	$15000–26933	$18792–25560	$19741–36000	$20000–41150	$20060–33250
Mean (Average)	21745	22113	21810	24782	25475	24931
Median	21515	21500	21694	24995	24468	25102

* Includes placements undifferentiated by sex